

Richard Nixon Presidential Library
Contested Materials Collection
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
14	6	7/31/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Talking paper for Ehrlichman's political meeting. 3 pg.
14	6	7/31/1972	<input type="checkbox"/>	Personal	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Floyd McKissick's political party affiliation. 1 pg.
14	6	7/31/1972	<input type="checkbox"/>	Personal	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Dent- EMK scandal. 1 pg.
14	6	7/28/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Democrats Committee. 2 pg.

<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>
14	6	7/27/1972	<input type="checkbox"/>	Campaign	Memo	From: Jeb S. MaGruder To: Clark MacGregor RE: Democrats Committee.2 pg.
14	6	7/28/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Wave II Polling information- Chapin's access. 2 pg.
14	6	7/27/1972	<input type="checkbox"/>	Campaign	Memo	From: Dwight L. Chapin To: H.R. Haldeman RE: Polling Information. Handwritten note attached from L. Higby. 2 pg.
14	6	7/27/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Independent Polling capability. 2 pg.
14	6	7/21/1972	<input type="checkbox"/>	Campaign	Memo	From: Tom Benham RE: Private Polling Facility. 3 pg.

<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>
14	6	7/22/1972	<input type="checkbox"/>	Campaign	Memo	From: Robert M . Teeter To: Gordon Strachan RE: Campaign Polling.
14	6	7/21/1972	<input type="checkbox"/>	Campaign	Memo	From: L. Higby To: Gordon Strachan RE: Campaign polling. Memo from Tom Benham regarding private polling facility attached. 4 pg.
14	6	7/20/1972	<input type="checkbox"/>	Campaign	Memo	From: L. Higby To: H.R. Haldeman RE: Independent polling. 1 pg.
14	6	7/19/1972	<input type="checkbox"/>	Campaign	Memo	From: L. Higby RE: Follow-up on campaign polling. Three pages of handwritten notes regarding campaign polling. 4 pg.
14	6	7/27/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Democratic Convention poll-demographic comparison. 3 pg.

<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>
14	6	7/27/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Meeting with John Gavin. 1 pg.
14	6	7/27/1972	<input type="checkbox"/>	Campaign	Memo	From: Gordon Strachan To: H.R. Haldeman RE: Wave II campaign surveys- Teeter materials for Chapin. 2 pg.
14	6	7/25/1972	<input type="checkbox"/>	Campaign	Memo	From: Robert M. Teeter To: Dwight L. Chapin RE: Issue and appearance data from second wave polling. 20 pg.

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 239

Folder: Strachan Chron HRH only July 1972 Part II

<u>Document</u>	<u>Disposition</u>
143	Return Private/Political Note, Strachan to HRH, 7-31-72
144	Retain Open
145	Return Private/Political Memo, Strachan to HRH, 7-31-72
146	Return Private/Political Memo, Strachan to HRH, 7-31-72
147	Return Private/Political Memo, Strachan to HRH, 7-28-72
148	Return Private/Political Memo, Strachan to HRH, 7-28-72
149	Return Private/Political Memo, Strachan to HRH, 7-27-72
150	Return Private/Political Memo, Strachan to HRH, 7-27-72
151	Return Private/Political Memo, Strachan to HRH, 7-27-72
152	Return Private/Political Memo, Strachan to HRH, 7-27-72
153	Return Private/Political Memo, Strachan to the Record, 7-26-72
154	Return Private/Political Memo, Strachan to HRH, 7-26-72
155	Return Private/Political Memo, Strachan to HRH, 7-25-72
156	Return Private/Political Memo, Strachan to HRH, 7-25-72
157	Return Private/Political Memo, Strachan to HRH, 7-25-72
158	Retain Open
159	Return Private/Political Memo, Strachan to HRH, 7-25-72
160	Return Private/Political Memo, Strachan to HRH, 7-24-72
161	Return Private/Political Memo, Strachan to HRH, 7-24-72
162	Return Private/Political Memo, Strachan to HRH, 7-24-72
163	Return Private/Political Memo, Strachan to HRH, 7-24-72
164	Return Private/Political Memo, Strachan to HRH, 7-24-72
165	Return Private/Political Memo, Strachan to HRH, 7-24-72
166	Retain Open

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 239

167	Return	Private/Political Memo, Strachan to HRH, 7-21-72
168	Return	Private/Political Memo, Strachan to HRH, 7-22-72
169	Retain	Open
170	Return	Private/Political Memo, Strachan to HRH, 7-21-72

THE WHITE HOUSE
WASHINGTON

Date: 7/31/72

TO: H.R. HALDEMAN
FROM: GORDON STRACHAN

This Talking Paper for Ehrlichman's Political Meeting at 11:00 a.m. tomorrow covers the points you wanted raised from my July 29 Political Matters memorandum.

Timmons has also been asked to the meeting. He believes the subject will be the Convention Rules dispute. You mentioned you wanted to meet with Ehrlichman and Timmons on this subject.

TALKING PAPER FOR EHRLICHMAN POLITICAL GROUP

Re: General Matters

- 1) George Wallace -- Apparently, Ed Harper called Harry Dent on July 27 to ask him to call Wallace and invite him to testify at the Platform Hearings. Dent called Mitchell, who said to wait on the call. Should Wallace be invited to testify at the Platform Hearings? If so, who should call him? John Connally? Harry Dent? Congressman Rhodes?
- 2) Republican National Convention -- Are the Platform Hearings being arranged for TV coverage? What theme should be used for the Convention? Should Connally appear?
- 3) Convention Spokesman -- Herb Klein wants to be the chief spokesman at the Convention. MacGregor has said no because most believe it would be inappropriate to have a White House Staff member as the chief Convention/Campaign spokesman. Also, Ann Dore had been selected as the "spokes person" to increase the visibility of women. Should Klein nevertheless be the spokesman?
- 4) Campaign Kick-Off -- Has it been definitely decided that there should not be a September Campaign Kick-Off in Southern California? Doesn't the poll data indicate we need some high visibility event to improve the President's position in San Diego?

5) California - Malek -- There are no Democrats on our Committee, we have no Democratic organization, and we apparently still have Nofziger still running the campaign there. If Malek is not to be the one to review and re-organize the California situation, who is?

6) Polling Data - Platform - Ehrlichman -- Bob Teeter is ready to brief Messrs. Ehrlichman, Cole and Harper on the issue information from Wave II. Would it be useful to have this briefing on the public's perception of the issues before we are locked into the Platform?

7) Local Officials for the President -- The Vice President is concerned that not enough attention is being paid to involving Mayors, County Executives, and other local officials in the re-election of the President effort. Should this activity be run entirely by the Vice President's staff?

GS

7/31/72

ADMINISTRATIVELY CONFIDENTIAL

July 31, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

According to Bob Brown, Floyd McKissick is unfortunately a registered Republican.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

July 31, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Dent - EMK Scandal

Harry Dent has heard from two sources (Roland Evans and a South Carolina attorney) that there is another major scandal about to break around Teddy Kennedy. According to the sources, a girl pregnant by Teddy will seek quite a publicity splash.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

July 28, 1972

MEMORANDUM FOR

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Democrats Committee

Magruder has been working with Colson on many of the details relating to the Democrats Committee under John Connally -- office space, legal advice, and personal matters. Colson and Magruder had been cooperating until July 27. Now a basic disagreement has developed over the question of who is to handle the advertising for the Democrats Committee. Magruder has submitted the attached memorandum to Clark MacGregor. The memorandum argues that advertising responsibility should remain in the November Group, with a separate creative unit established to service Connally and the Democratic Committee. According to Magruder, Colson has made arrangements with Jeno Paulucci to use his "in house" advertising agency based in Minnesota.

Peter Dailey received word of this possible shift of responsibility from Dwight Chapin on Saturday, July 22, 1972. You had called Chapin on July 22 from Camp David and told him to talk to Dailey and Magruder on Monday, July 24. Magruder and Dailey began work on the July 27 memorandum attached.

Dailey came to see me on Wednesday evening, July 26, to discuss advertising for the Democratic Committee. He is very concerned that Colson will be involved. Dailey has worked on two projects with Colson - the response to the New York Times and the Jeno Paulucci ad. Dailey believes Colson exhibited "no taste, judgment, or sensitivity on these ads". Dailey is convinced the same will be characteristic of any Colson-inspired Democrats ad for the campaign. Dailey believes the positive ads for the campaign will be easy and productive. He is concerned that any negative ads dictated by Colson run the risk of losing the election.

Magruder and Dailey met with MacGregor this morning. MacGregor agreed to ask Paulucci and his advertising man to come to Washington to discuss the entire subject. Dailey and Magruder also want to meet with Mitchell. Dailey called me this morning to say that he will want to see you if Mitchell and MacGregor do not re-establish an advertising approval process that continues to rely primarily on you.

Few know what basic decisions have been made regarding Connally, the Democrats Committee, and its advertising. You may want to discuss the entire matter with Colson if you are not fully up-to-date on what Colson is doing with or without Connally's concurrence.

GS/jb

Blackman

Committee for the Re-election of the President

MEMORANDUM

July 27, 1972

CONFIDENTIAL

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By Empire NARS, Date 1-14-80

MEMORANDUM FOR THE HONORABLE CLARK MAC GREGOR

FROM: JEB S. MAGRUDER

SUBJECT: Democrats Committee

Now that a number of logistical decisions have been made with respect to the new Democrats Committee (e.g., office space in the Madison Building, storefront space in the former Wilbur Mills headquarters), there are some other, more important, areas we should discuss and consider:

First, with respect to advertising, we have been told that, although no decision has been made, the new Committee is contemplating the use of a separate ad agency. Our earlier understanding was that the Committee for the Re-election of the President would develop such capabilities, and provide services to other groups such as the Democrats Committee. We have geared the November Group to that goal. This arrangement assures a consistent strategy, as well as minimizes the overhead costs.

We believe that there are several advantages to having the November Group as an in-house agency for the Democrats:

1. The staff devotes itself full-time to the re-election of the President. There are no competing commercial accounts.
2. All of the people who work on the account are loyal to the President. Problems of security are minimized.
3. The top members of the November Group are thoroughly integrated into the strategy development process of the Committee. They thereby obtain a much more thorough understanding of how that strategy can best be translated into creative media.
4. We have recruited a top-quality and an outstanding group of professionals. There's little question that with the orientation on issues already provided, they can provide outstanding work.

CONFIDENTIAL

5. Legal opinion indicates that all expenditures will come from the President's \$14 million allocation. The problems of controlling certification are already enormous. Using a second agency would greatly complicate the problem.

6. It is most important that the Campaign Director and principal White House staff have the opportunity to exercise maximum control over both sides of the product (i.e., a definitive advertising for the President, and the negative advertising about the opposition). Such control is best maintained working through the existing November Group facilities and using the existing approval process, and then adding Mr. Connally's approval for the Democrats Committee advertising.

Some concern has been evidenced over how November Group would handle this project. A separate creative staff, whose sole responsibility would be Democrats, would be assigned to the "account." All the administrative, financial and media control would remain the same.

Similar reasoning applies in the case of direct mail. As you know, we are currently planning to mail to large numbers of "reachable" Democrats and Independents. In many cases, we would hope to use the signatures of locally prominent Democrats who support the President. It would not be productive to have a parallel effort undertaken by the Democrats, although we should coordinate closely with them.

Recommendation

That the Democrats Committee utilize the campaign capabilities (especially advertising and direct mail) of the Re-election Committee, rather than establishing their own. Decisions on priorities would be made by you and Mr. Connally. We would follow whatever procedure you both deemed appropriate to clear copy, etc., with the Democrats organization.

Approve _____ Disapprove _____ Comment _____

ADMINISTRATIVELY CONFIDENTIAL

July 28, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Wave II Polling Information --
Chapin's Access

Chapin's attached memorandum appears to be a stinging indictment of "your office's" (Higby and Strachan) delay and intransigence in releasing Wave II polling information for Chapin's schedule planning. I must take strong exception with Chapin's statements and offer the following for your consideration:

- 1) On Saturday, July 15 at 10:10 p.m., the detailed Wave II polling information was received by me from Ted Garrish of Teeter's staff;
- 2) On Monday, July 17, the assembled material with my cover memorandum recommending a Teeter oral briefing of Chapin/Parker (the only thing they received from Wave I per your instructions) was submitted;
- 3) On Wednesday, July 19, the oral briefing for Chapin/Parker was approved per Higby. There were to be no written materials submitted to Chapin and I was to sit in to assure adherence to the guidelines (no specific figures);
- 4) On Wednesday, July 19, Chapin told me he wanted to be briefed on image material so he could make decisions regarding the documentaries. Teeter and Garrish were advised to be prepared on image instead of schedule;
- 5) On Friday, July 21, Ted Garrish briefed Chapin and Dave Parker for one-half hour on general schedule suggestions. Chapin and Parker asked for the State by Issue written material. The briefing continued with Chapin and Moore but on image information;

6) On Friday and Saturday, July 21 and 22, Teeter and Garrish went back to their computer to prepare the State by Issue information;

7) On Tuesday, July 25, the State by Issue information was ready and Chapin and Parker were briefed by Teeter. He used the materials to talk from and Chapin requested a copy. I declined, indicating I will have to check with you. In addition, all agreed there should be a textual summary as well as a national sheet for comparison purposes;

8) On Wednesday, July 26, Teeter submitted the "Issue and Appearances Data from Second Wave Polling";

9) On July 27, this material was submitted to you with my cover memorandum (slightly modified but significantly improved by a Higby suggestion that Teeter prepare his subjective recommendations) recommending that Chapin and Parker receive the information.

So much for the factual description. Two personal observations should be considered. First, if Chapin really can obtain the information independently at 1701, there is a very serious leak situation there which should be plugged immediately. Second, Chapin has always rankled under his lack of access to the polling information. He hopes to blast through the protection system by arguing delay and intransigence. If you decide to discuss his memorandum with him, I suggest that you point out to him that we are all on one team and that there has been no attempt by me or Higby to deny Chapin the information. We have been recommending he receive it since it arrived, have been pushing Teeter hard to prepare the best material for him, and yet have been protecting the information pursuant to your explicit instructions.

GS/jb

THE WHITE HOUSE
WASHINGTON

Date _____

TO:

AS

FROM:

L. HIGBY

Make sure that
your news cover all
Chapin's points.

L.

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

High Priority

July 27, 1972
11:00 a. m.

HIGH PRIORITY

MEMORANDUM FOR: H. R. HALDEMAN
FROM: DWIGHT L. CHAPIN 
SUBJECT: Polling Information

I think an issue should be made of our trying to obtain polling information from the second wave. Last Saturday a memorandum was sent over from 1701 to your office which contained the information we need for proceeding with some schedule planning and trying to get a good feel as to the situation in various parts of the country and where we should concentrate. That information was sorted through and on Monday was put into different form. On Tuesday we met with Teeter who had some sheets of paper with him but we were not allowed to get hold of these pieces of paper. We ended the meeting, hoping to get within the next day or so a written description of the polling information, or at least figures so we could interpret them ourselves. Before noon yesterday the information was delivered from 1701 to your office and so far it has not shown up here.

We are doing some rough campaign plans so as to spark some comment from you and give you some materials to work with should the President want to start talking about the campaign. We can't get our work done because we can't get the information.

It's a little disconcerting to feel the massive screening process has to take place prior to my getting the information. I could get hold of the information immediately directly from 1701 if I wanted to go that route. 1701 is a little confused as to what's going on and, needless to say, I am too.

ADMINISTRATIVELY CONFIDENTIAL

July 27, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Independent Polling Capability

Higby and I met with Tom Benham on July 21 to discuss his proposal for an independent polling capability for key state and national surveys for exclusive use here at the White House. Benham's proposal, attached at Tab A, offers a day-by-day polling capability similar to one of the three systems 1701 is considering. Teeter's description of the current plans by 1701 for daily polling is attached at Tab B.

Benham's proposal would cover more than the requirements you anticipate. He offers a daily, continuous interviewing of set questions for trend purposes with the capability to substitute any group of questions immediately. Benham's most balanced alternative with capability in each of the key states as well as nationally would cost 183,000. This capability is probably what 1701 should establish, though Teeter has a resistance to ORC, which he claims is based on their excessive costs. ORC is, by the way, more expensive than Chilton, which has offered to conduct a national telephone survey of 1,000 interviews for 7,500 instead of the 8,000 ORC charges. However, ORC's reliability, confidentiality, and trend information has precluded serious consideration of Chilton.

To prevent the waste and duplication of establishing two systems, I propose the following solution:

- 1) Direct Teeter to establish the 1701 daily polling capability at ORC. The cost may be slightly higher and Teeter may resist this intrusion on his authority to make campaign polling decisions, but the advantages of reliability and security outweigh the negatives;

2) Arrange privately with Benham (without Tester's knowledge) to have the additional capacity to accommodate the White House requirements of 10-12 national (sample based either on 50 states or on the 10 key states) and individual key state polls. Benham estimates the cost of this additional capability would be 12,000 to install lines and then 8,500 per survey. The per survey cost is 500 higher because of additional overtime and staff costs of producing results in one day;

3) The only duplication of White House and 1701 equipment would be a Xerox Telecopier (commercial alternative to Dex). ORC and the other vendors have this capability. This would cost 50 per month to rent, but would permit the quick transmission of written materials. Kehrl's confirms the 150 is available;

4) Payment for the 1701 capability would be made in accordance within the approved budget system. Payment of the 100,000 cost of the ORC independent polling capability could be delayed until after November 7. This would prevent disclosure to anyone at 1701 as well as the general public due to the campaign spending legislation.

_____ Approve general idea; Strachan work out details with Tester and Benham.

_____ Disapprove.

_____ Other.

GS/jb

Opinion Research Corporation

NORTH HARRISON STREET, PRINCETON, NEW JERSEY 08540

telephone: 609/924-5900

CHICAGO • LONDON • LOS ANGELES • NEW YORK • SAN FRANCISCO • WASHINGTON, D.C.

THOMAS W. BENHAM
President

MEMORANDUM

July 21, 1972

FROM: Tom Benham

SUBJECT: Private Polling Facility

Specifications:

1. An on-call polling facility, available during the three-month period August, September, October 1972.
2. Reliable survey data, available on short notice.
3. Absolute confidentiality.
4. Professional assistance in question-wording maintenance of trend data, interpretation, analysis, etc.
5. Flexibility in terms of universe to be polled, subject matter covered, etc. The basic universe would be a composite of the public in key states (the latest listing: California, Connecticut, Illinois, Maryland, Michigan, New Jersey, New York, Ohio, Pennsylvania, Texas). On demand, any one of these states, or subgroups of states, could be polled instead of the total universe. The system can also provide continuous interviewing, every day from 10:00 a.m. to 10:00 p.m., to deliver steady, moving trend data on key questions.
6. Interviewing will be conducted and supervised at a central location in ORC's Princeton headquarters.



July 21, 1972

The cost of such a get-up is closely related to the desired capacity, i.e., the number and length of interviews expected each day. The following table shows six alternative plans on a thirty-day cost basis. My personal recommendation is Plan 2.

	<u>Plan 1</u>	<u>Plan 2</u>	<u>Plan 3</u>	<u>Plan 4</u>	<u>Plan 5</u>	<u>Plan 6</u>
Number of inter-views per day	250	250	250	500	500	500
Total interviews per month	7500	7500	7500	15,000	15,000	15,000
Length of interview	Five Minutes	Ten Minutes	Fifteen Minutes	Five Minutes	Ten Minutes	Fifteen Minutes
Interviewing	\$ 15,900	\$ 24,200	\$ 35,000	\$ 26,800	\$ 45,900	\$ 67,400
Sampling	1,500	1,500	1,500	2,500	2,500	2,500
Processing	5,000	9,000	12,000	9,000	16,000	23,000
Secretarial, Printing, Supplies	4,000	4,500	5,000	5,000	5,400	6,000
Professional staff	9,750	9,750	9,750	9,750	9,750	9,750
Subtotal	36,150	48,950	63,250	53,050	79,550	108,650
WATS Line Charges	7,200	12,200	17,850	12,450	22,900	35,300
Total	\$ 43,350	\$ 61,150	\$ 81,100	\$ 65,500	\$102,450	\$143,950
3-month cost	\$130,050	\$183,450	\$243,300	\$196,500	\$307,350	\$431,850

Billing: Monthly, in advance.

The configuration of WATS bands is as follows:

	Bands					
	1	2	3	5	6	7
5 Minute Interview:						
250 interviews	1	1	2	0	1	1
500 interviews	2	2	3	0	2	1
10 Minute Interview:						
250 interviews	2	2	3	1	1	1
500 interviews	4	4	5	2	2	2
15 Minute Interview:						
250 interviews	3	3	4	1	2	2
500 interviews	6	6	8	2	4	3

<u>State</u>	<u>Band Coverage</u>
California	6
Connecticut	6, 5, 3, 2, 1
Illinois	6, 5, 3
Maryland	6, 5, 3, 2, 1
Michigan	6, 5, 3
New Jersey	7
New York	6, 5, 3, 2, part of 1
Ohio	6, 5, 3
Pennsylvania	6, 5, 3, 2, part of 1
Texas	6, 5

Committee for the Re-election of the President

MEMORANDUM

July 22, 1972

CONFIDENTIAL/EYES ONLY

DETERMINED TO BE AN
ADMINISTRATIVE REG
E.O. 12065, Section 1.2
By Emp use NAES, Date 1-14-80

MEMORANDUM FOR: MR. GORDON C. STRACHAN
FROM: ROBERT M. TEETER
SUBJECT: Campaign Polling

This memorandum is in answer to your questions regarding our polling plans for the period from the convention through the election.

First, we are going to do a third wave of state polls soon after the Republican convention. They will be done either on the weekend of August 25-27 or September 1-3. They will consist of very short personal interviews and sample ballots which will give us hard ballot data on the priority states, an issue follow-up, a check on the effect of the two tickets, and a check on McGovern's perception.

Then we intend to establish a daily interviewing capability using WATS lines that will allow us to do 250-300 interviews each evening (except Sunday) and have the data by noon the following day. I think the key to the research for the last several weeks of the campaign is speed and flexibility. This capability will give us data within 24 hours of interviewing and the flexibility to implement almost any research design we might want to use. We will be able to do four or five state surveys each week, local metropolitan area studies, establish state or national panels similar to 1968, to do continuous revolving national studies by doing a region each night, or check special events or issues as the situation may arise. We have not locked in on any specific research design yet as during the next two weeks I plan to meet with the several individuals who will be using the research in the fall and develop a design that will best suit those needs. My inclination now is to do each of the priority states on a regular basis with the capability of dropping off for a day or two to do special studies. However, regardless of the specific research design this interviewing capability we have planned will allow us maximum flexibility.

We intend to have this system operational beginning September 25, although we are considering advancing the commencement date to September 15 as the advertising people may need data earlier for buying purposes. It will run from commencement date through the election.

I have not contracted with any specific vendor yet but am considering ORC, MOR, and the possibility of establishing an in-house interviewing operation in Washington. Both MOR and ORC have the in-house capability to do the interviewing and both have additional lines in their offices which could be used for a short-term period if we wanted to increase the number of interviews over a specific day or two. We will develop detailed costs for this project and make a decision on a vendor by August 15.

We are also considering installing a small computer terminal in 1701 which would allow us to print out the data in Washington and to assess our entire data bank from all the waves of polling. We could tie in to both MOR and ORC's computers as they have identical data processing facilities and very similar software.

Finally should we find rapid shifting of attitudes or voting intentions, we will have the contingency capability of going into any of our priority states and doing fast personal interview studies in October. These could be completed by any of our three vendors in less than a week.

CONFIDENTIAL/EYES ONLY

THE WHITE HOUSE

WASHINGTON

July 21, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: GORDON STRACHAN
FROM: L. HIGBY L

So there is no misunderstanding, what Bob wants is two reports, One report should be on the capability of ORC to do private confidential polling for us on both a selected and national basis. The second report should be from you on what our current plans are for doing the day-by-day polling.

What Benham has given us here is an on-call polling facility in theory, but in fact, an almost daily polling facility, which is far beyond our needs as they currently stand, or as I envision them. If the capability of both can be wrapped up in ORC by having the committee select ORC to handle the day-by-day we're in great shape, but I think this is something that has to be decided on a separate issue. I would suggest that in your memo to Bob you make it clear that this is under consideration and also give him a reasonable estimate of what the cost will be to do this. Benham's proposal is interesting in that the total cost he's talking about is really fairly minimal compared to the entire amount that we are spending on polling. We may want to consider a revision of it and pitch to Bob the idea of doing our own polling on a regular basis with ORC, although, it would probably duplicate a lot of work that the committee is already going to do.

Make sure you get to Bob the other materials Benham was talking about. This seems like a very interesting thing. As a matter of fact, as an addendum to your report or in a separate report you might want to forward to him the fact that the electoral report projection system is being set up.

why?

Separate
Report-
Benham/
F4/28

Opinion Research Corporation

NORTH HARRISON STREET, PRINCETON, NEW JERSEY 08540

telephone: 609/924-5900

CHICAGO • LONDON • LOS ANGELES • NEW YORK • SAN FRANCISCO • WASHINGTON, D.C.

THOMAS W. BENHAM
President

MEMORANDUM

July 21, 1972

FROM: Tom Benham
SUBJECT: Private Polling Facility

Specifications:

1. An on-call polling facility, available during the three-month period August, September, October 1972.
2. Reliable survey data, available on short notice.
3. Absolute confidentiality.
4. Professional assistance in question-wording maintenance of trend data, interpretation, analysis, etc.
5. Flexibility in terms of universe to be polled, subject matter covered, etc. The basic universe would be a composite of the public in key states (the latest listing: California, Connecticut, Illinois, Maryland, Michigan, New Jersey, New York, Ohio, Pennsylvania, Texas). On demand, any one of these states, or subgroups of states, could be polled instead of the total universe. The system can also provide continuous interviewing, every day from 10:00 a.m. to 10:00 p.m., to deliver steady, moving trend data on key questions.
6. Interviewing will be conducted and supervised at a central location in ORC's Princeton headquarters.



July 21, 1972

The cost of such a get-up is closely related to the desired capacity, i.e., the number and length of interviews expected each day. The following table shows six alternative plans on a thirty-day cost basis. My personal recommendation is Plan 2.

	<u>Plan 1</u>	<u>Plan 2</u>	<u>Plan 3</u>	<u>Plan 4</u>	<u>Plan 5</u>	<u>Plan 6</u>
Number of inter-views per day	250	250	250	500	500	500
Total interviews per month	7500	7500	7500	15,000	15,000	15,000
Length of interview	Five Minutes	Ten Minutes	Fifteen Minutes	Five Minutes	Ten Minutes	Fifteen Minutes
Interviewing	\$ 15,900	\$ 24,200	\$ 35,000	\$ 26,800	\$ 45,900	\$ 67,400
Sampling	1,500	1,500	1,500	2,500	2,500	2,500
Processing	5,000	9,000	12,000	9,000	16,000	23,000
Secretarial, Printing, Supplies	4,000	4,500	5,000	5,000	5,400	6,000
Professional staff	9,750	9,750	9,750	9,750	9,750	9,750
Subtotal	36,150	48,950	63,250	53,050	79,550	108,650
WATS Line Charges	7,200	12,200	17,850	12,450	22,900	35,300
Total	\$ 43,350	\$ 61,150	\$ 81,100	\$ 65,500	\$102,450	\$143,950
3-month cost	\$130,050	\$183,450	\$243,300	\$196,500	\$307,350	\$431,850

Billing: Monthly, in advance.

The configuration of WATS bands is as follows:

	Bands					
	1	2	3	5	6	7
5 Minute Interview:						
250 interviews	1	1	2	0	1	1
500 interviews	2	2	3	0	2	1
10 Minute Interview:						
250 interviews	2	2	3	1	1	1
500 interviews	4	4	5	2	2	2
15 Minute Interview:						
250 interviews	3	3	4	1	2	2
500 interviews	6	6	8	2	4	3

<u>State</u>	<u>Band Coverage</u>
California	6
Connecticut	6, 5, 3, 2, 1
Illinois	6, 5, 3
Maryland	6, 5, 3, 2, 1
Michigan	6, 5, 3
New Jersey	7
New York	6, 5, 3, 2, part of 1
Ohio	6, 5, 3
Pennsylvania	6, 5, 3, 2, part of 1
Texas	6, 5

THE WHITE HOUSE

WASHINGTON

July 20, 1972



ADMINISTRATIVELY CONFIDENTIAL/EYES ONLY

MEMORANDUM FOR: H. R. HALDEMAN
FROM: L. HIGBY L
SUBJECT: Independent Polling

Tom Benham is coming down here tomorrow to meet with Gordon and me and wrap up the loose ends on your questions regarding independent polling.

As I understand it, there are two general areas that you would like us to consider with Benham:

1. The program that is going to be used on doing our telephone follow-up surveys as part of the overall polling program that is being conducted at 1701.
2. What arrangements we can make to do independent and exclusive follow-up surveys in both key states and nationally for use here at the White House.

If there are any additional areas you would like us to cover, please let me know.

THE WHITE HOUSE
WASHINGTON



July 19, 1972

MEMORANDUM FOR: FOLLOW-UP
FROM: L. HIGBY *L*

Don't forget to follow-up with Gordon Strachan on the follow-up polls and how ORC can do them. He is supposed to talk to Tom Benham about this and get a note in to Haldeman.

May / Tetter analyses of the TV Ads.

Cross Analysis of McG - % of awareness
like him

Electoral Vote Analysis by ORC
Benham - will want key st info
not nat'l sample

Per st interviews 4-500 u

Tel Heats + Op - only - O'N - 750-950 interviews
800 O'N

Xeroxes \$50 mo.

1968 - Bomb Halt - data to plane on 600 interviews

Benham to suggest ideas - ex. Familiarity
w/ McG.

Capabilities ready in 2 wks for G.

No pymt until after Nov - Bend
possible.

Key st Polls - 10-12 questionnaire
2-3 days now.

G do cost analysis for H to cover w/ McG
10 G per week

- Current Interviews - 8-10 minutes
- ~~\$5,000~~ executing Teeter?^s difference w/ Teeter proposal
per mo. Professional time
- Same as w/ Teeter only d is
nat'l sample v. 9 states

- Benham - either Plan 2 or 4

→ 10-11 studies suggested
Benham suggest continuous study +
add ?'s on short notice

assume set up Teeter Camp
system in being; then
add Tom special capabilities

Cal + TX

Wats cost

500 on interviews - 5-min.

Cut Background.

~~#23,396 -~~

Each survey 3500

\$50,000

10 surveys - 33,500

10 weeks - 58,000 phone - \$3500 per survey.

→ 20 survey 10 weeks

\$130,000

ADMINISTRATIVELY CONFIDENTIAL

July 27, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Democratic Convention Poll -
Demographic Comparison

The ORC demographic comparison with statistically significant shifts arrived this morning. The areas to note are 21-29 year olds, union families, \$5-15,000 income levels, Republicans, and the East.

Union Families and the \$5-15,000 income types are approximately the same groups. It is arguable that their significant drop in disapproval of the President is attributable to Meany's neutrality, Teamsters' endorsement, and general labor disaffection with McGovern. The chart of the approval of the President's handling of Vietnam also confirms that the President has increased his support among the \$5-15,000 income group.

The statistically significant increase in the President's support among Republicans may be attributable to the selection of the left-wing candidate by the Democrats. (The Democratic Convention Poll was conducted before the President announced Agnew would be on the ticket.)

There has been a statistically significant drop in disapproval of the President in the East. This is coupled with a significant increase in the approval of the President's handling of Vietnam. It is arguable that the correlation between these two is attributable to the President's May 8 decision and address and the trip to Russia.

The increase in conservative support for the President's handling of Vietnam may well be the result of the mining and bombing aspect of the May 8 decision.

GS/jb

QUESTION 1

DO YOU APPROVE OR DISAPPROVE OF THE WAY RICHARD NIXON IS HANDLING HIS JOB AS PRESIDENT

- A. 0-JULY 19-20
- B. 0-MAY 9-10
- C. 0-APRIL 27-29
- D. 0-MARCH 18-19

	APPROVE					DISAPPROVE					NO OPINION				
	DIF	A	B	C	D	DIF	A	B	C	D	DIF	A	B	C	D
TOTAL PUBLIC	1	58	57	52	54	2-	31	33	35	35	1	11	10	13	11
MEN	0	59	59	54	55	1-	31	32	36	36	1	10	9	10	9
WOMEN	2	57	55	50	53	3-	31	34	34	33	1	12	11	16	14
18-20 YEARS OF AGE	1-	51	52	57	56	4-	36	40	39	36	5	13	8	4	8
21-29 YEARS	6-	48	54	48	52	3-	37	40	42	37	*9	15	6	10	11
30-49 YEARS	2	62	60	52	53	4-	28	32	33	34	2	10	8	15	13
50 YEARS AND OVER	3	60	57	53	55	1	30	29	33	34	4-	10	14	14	11
18-24 YEARS	6-	50	56	48	53	2	39	37	44	37	4	11	7	8	10
8TH GRADE OR LESS	4	50	46	48	39	3-	36	39	35	44	1-	14	15	17	17
HIGH SCHOOL INCOMPLETE	6	59	53	49	57	8-	26	34	33	31	2	15	13	18	12
HIGH SCHOOL GRADUATE	3-	60	63	54	57	1-	29	30	36	33	4	11	7	10	10
SOME COLLEGE	0	61	61	56	62	0	32	32	35	30	0	7	7	9	8
UNION FAMILIES	7	53	46	39	50	*10-	36	46	42	43	3	11	8	19	7
NONUNION FAMILIES	1-	60	61	56	55	0	29	29	33	31	1	11	10	11	14
WHITE	62	62	0	55	57	28	28	0	33	32	10	10	0	12	11
NONWHITE	29	29	0	31	31	54	54	0	48	51	17	17	0	21	18
PROTESTANT	65	65	0	55	55	26	26	0	32	33	9	9	0	13	12
CATHOLIC	54	54	0	46	56	34	34	0	40	34	12	12	0	14	10
JEWISH	46	46	0	38	58	49	49	0	60	37	5	5	0	2	5
UNDER \$5,000 INCOME	6-	49	55	45	43	10	39	29	40	40	4-	12	16	15	17
\$5,000 - \$15,000	4	60	56	53	57	*7-	30	37	34	35	3	10	7	13	8
OVER \$15,000	4	68	64	56	58	4-	28	32	37	35	0	4	4	7	7
NOW REGISTERED	59	59	0	53	56	32	32	0	34	33	9	9	0	13	11
WILL REGISTER	58	58	0	46	47	25	25	0	46	43	17	17	0	8	10
REGISTERED OR WILL REG	59	59	0	52	54	31	31	0	35	35	10	10	0	13	11
WON'T REGISTER	43	43	0	51	45	33	33	0	31	26	24	24	0	18	29
REPUBLICAN	*7	88	81	79	82	5-	7	12	12	13	2-	5	7	9	5
DEMOCRAT	2-	41	43	41	40	1	48	47	45	47	1	11	10	14	13
INDEPENDENT	4-	62	66	51	61	3	29	26	37	30	1	9	8	12	9
LEAN REPUBLICAN	2	89	87	77	88	1-	10	11	17	8	1-	1	2	6	4
LEAN DEMOCRAT	12-	34	46	34	42	4	52	48	50	50	8	14	6	16	8
OTHER INDEPENDENTS	10-	51	61	49	51	1	22	21	35	25	9	27	18	16	24
CONSERVATIVE	2	73	71	69	75	0	19	19	20	20	2-	8	10	11	5
LIBERAL	8-	37	45	36	37	7	56	49	53	53	1	7	6	11	10
IN BETWEEN	4	60	56	53	55	7-	28	35	35	32	3	12	9	12	13
LEAN CONSERVATIVE	6	67	61	61	55	8-	23	31	31	35	2	10	8	8	10
LEAN LIBERAL	3-	47	50	42	54	0	41	41	49	40	3	12	9	9	6
OTHER INBETWEEN	3	58	55	47	47	9-	22	31	29	27	6	20	14	24	26
NIXON VOTERS	80	80	0	75	76	14	14	0	16	15	6	6	0	9	9
HUMPHREY VOTERS	34	34	0	21	28	55	55	0	64	58	11	11	0	15	14
WALLACE VOTERS	45	45	0	42	48	41	41	0	50	48	14	14	0	8	4
NONVOTERS	48	48	0	47	48	35	35	0	40	39	17	17	0	13	13
EAST	8	60	52	46	56	13-	28	41	47	31	5	12	7	7	13
MIDWEST	7	60	53	52	56	4-	31	35	35	37	3-	9	12	13	7
SOUTH	8-	57	65	58	53	8	32	24	27	33	0	11	11	15	14
WEST	3-	53	56	48	48	0	35	35	35	39	3	12	9	17	13

DO YOU APPROVE OR DISAPPROVE OF THE WAY PRESIDENT NIXON IS HANDLING THE VIETNAM SITUATION

A. 0-JULY 19-20
 B. 0-MAY 9-10
 C. 0-APRIL 27-29
 D. 0-MARCH 3-5

	APPROVE					DISAPPROVE					NO OPINION				
	DIF	A	B	C	D	DIF	A	B	C	D	DIF	A	B	C	D
TOTAL PUBLIC	3	55	52	47	53	3-	35	38	44	36	0	10	10	9	11
MEN	4	61	57	53	60	4-	33	37	41	32	0	6	6	6	8
WOMEN	1	49	48	41	46	1-	38	39	46	40	0	13	13	13	14
18-20 YEARS OF AGE	6	49	43	47	57	12-	41	53	49	34	6	10	4	4	9
21-29 YEARS	9-	38	47	42	47	10	53	43	51	45	1-	9	10	7	8
30-49 YEARS	5	59	54	52	57	6-	30	36	39	34	1	11	10	9	9
50 YEARS AND OVER	4	59	55	45	52	3-	32	35	43	34	1-	9	10	12	14
18-24 YEARS	6-	43	49	42	52	5	50	45	55	40	1	7	6	3	8
8TH GRADE OR LESS	11	52	41	42	51	10-	34	44	46	33	1-	14	15	12	16
HIGH SCHOOL INCOMPLETE	4-	51	55	45	45	1-	36	37	45	44	5	13	8	10	11
HIGH SCHOOL GRADUATE	3	57	54	49	56	1-	34	35	42	34	2-	9	11	9	10
SOME COLLEGE	4-	56	60	50	57	3	39	36	45	36	1	5	4	5	7
UNION FAMILIES	7	53	46	44	46	7-	38	45	47	42	0	9	9	9	12
NONUNION FAMILIES	0	55	55	48	56	0	35	35	43	33	0	10	10	9	11
WHITE	59	59	0	50	54	31	31	0	41	35	10	10	0	9	11
NONWHITE	22	22	0	25	50	69	69	0	66	41	9	9	0	9	9
PROTESTANT	60	60	0	49	56	32	32	0	39	32	8	8	0	12	12
CATHOLIC	52	52	0	48	55	39	39	0	47	36	9	9	0	5	9
JEWISH	55	55	0	33	35	36	36	0	67	57	9	9	0	0	8
UNDER \$5,000 INCOME	5-	47	52	33	43	4	43	39	54	41	1	10	9	13	16
\$5,000 - \$15,000	*8	60	52	49	56	4-	33	37	42	35	4-	7	11	9	9
OVER \$15,000	2	60	58	54	62	4-	34	38	41	29	2	6	4	5	9
NOW REGISTERED	56	56	0	48	54	36	36	0	43	35	8	8	0	9	11
WILL REGISTER	56	56	0	42	53	32	32	0	50	40	12	12	0	8	7
REGISTERED OR WILL REG	56	56	0	47	54	35	35	0	44	36	9	9	0	9	10
WON'T REGISTER	36	36	0	49	48	37	37	0	37	33	27	27	0	14	19
REPUBLICAN	*12	86	74	65	81	*9-	8	17	27	16	3-	6	9	8	3
DEMOCRAT	4-	38	42	39	41	2	53	51	50	45	2	9	7	11	14
INDEPENDENT	2-	56	58	47	55	1	34	33	47	37	1	10	9	6	8
LEAN REPUBLICAN	7	83	76	71	82	3-	15	18	23	14	4-	2	6	6	4
LEAN DEMOCRAT	4-	31	35	38	39	11	61	50	57	52	7-	8	15	5	9
OTHER INDEPENDENTS	11-	46	57	39	49	3-	26	29	49	35	*14	28	14	12	16
CONSERVATIVE	4	69	65	65	61	4-	23	27	22	31	0	8	8	13	8
LIBERAL	8-	36	44	34	39	*11	61	50	61	50	3-	3	6	5	11
IN BETWEEN	6	58	52	46	57	6-	33	39	45	34	0	9	9	9	9
LEAN CONSERVATIVE	*11	66	55	54	58	*11-	25	36	39	32	0	9	9	7	10
LEAN LIBERAL	2-	46	48	37	58	2-	46	48	57	34	4	8	4	6	8
OTHER INBETWEEN	0	49	49	41	50	6-	29	35	44	34	6	22	16	15	16
NIXON VOTERS	76	76	0	63	76	16	16	0	27	18	8	8	0	10	6
HUMPHREY VOTERS	32	32	0	27	33	62	62	0	66	56	6	6	0	7	11
WALLACE VOTERS	49	49	0	39	36	41	41	0	56	47	10	10	0	5	17
NONVOTERS	45	45	0	42	49	42	42	0	47	41	13	13	0	11	10
EAST	*12	58	46	43	52	*12-	32	44	52	36	0	10	10	5	12
MIDWEST	7	56	49	47	53	1-	38	39	44	37	16-	6	12	9	10
SOUTH	8-	53	61	51	57	6	35	29	38	32	2	12	10	11	11
WEST	0	51	51	44	48	7-	37	44	43	40	7	12	5	13	12

ADMINISTRATIVELY CONFIDENTIAL

July 27, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Meeting with John Gavin

Peter Dailey urges you to meet with John Gavin, the President of the Screen Actors Guild. Gavin met this afternoon with George Meany and according to Dailey has some information that differs from George Shultz' and may be valuable.

If you do not want to meet with Gavin, Dailey believes he can get John Mitchell to meet with him.

Dailey does not know the President is playing golf with Meany tomorrow.

_____ Haldeman will see Gavin.

_____ Ask Mitchell to see Gavin.

_____ Other.

GS/jb

ADMINISTRATIVELY CONFIDENTIAL

July 27, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Wave II Campaign Surveys -
Teeter Materials for Chapin

Bob Teeter discussed schedule opportunities based on the Wave II results with Chapin, Parker, and Walker on July 25. He did not give any specific trial heat or other figures to this group.

Teeter prepared the attached summary material for Chapin/Parker, but will not give them the materials without your express approval. The materials describe the importance of each of the issues within the state by media markets.

The ratings (A, B, C, D, E) by state and media market reflect the President's comparative polling strength against McGovern in certain media markets.

These Teeter materials coupled with demographic maps showing areas of high ticket splitter locations in the key states will show Chapin/Parker which issues are of most concern to voters within the states.

Recommendation:

That Chapin/Parker receive copies of the attached materials.

Approve _____ Disapprove _____ Comments _____

GS/jb

In addition, Bob Teeter should prepare a memorandum, based on his analysis of the polling data, which describes his subjective, political judgement of the best areas within the states for particular issues. This would include Teeter's recommendations for ideal, hypothetical schedules for the President and First Family. Also included would be Teeter's views on the relative advantages of moving a particular locale from a "D" to a "C" as distinguished from moving an area like San Diego from a "B" to an "A".

Committee for the Re-election of the President

MEMORANDUM

CONFIDENTIAL

July 25, 1972
DETERMINED TO BE AN

ADMINISTRATIVE MARKING

E.O. 12065, Section 6-102

By Erpase NARS, Date 1-14-80

MEMORANDUM FOR:

DWIGHT L. CHAPIN

THROUGH:

GORDON C. STRACHAN

FROM:

ROBERT M. TEETER *Rmt*

SUBJECT:

Issue and Appearances Data
From Second Wave Polling

Attached are tables summarizing our relative strength, the importance of various issues and the President's rating on his handling of those issues in the states we surveyed in Wave II.

Each state has been given a rating of A thru E with A meaning the President is in excellent shape in that state, B meaning we are in moderately good shape, C that the state is very close, D that we are in fairly poor shape and E that we are in quite bad shape in that state. In addition each media market has been given a rating using the same scale.

The figures under the column designated Imp. (importance) are the percentage of voters in that state or media market which ranked that particular issue in the top three in terms of importance in deciding Presidential vote.

The second figures under the column designated RN are the percentage of voters who give the President a positive rating on his handling of that issue (top figure) and the percentage of the voters who rated him negatively (bottom figure).

That is, in the Mobile/Meridian area of Alabama the President is in excellent shape (A rating), 54% of the voters rank Vietnam as one of the top three issues in terms of its importance in the Presidential election, 74% rate the President positively in terms of his handling of the Vietnam issue and 23% rate him negatively.

A statewide total column is included for each state and a summary sheet comparing each state to our national data is included.

The circled issues on the following pages are those issues which are of significantly greater concern to the voters of a specific area than they are to that state overall.

Using the ticket-splitter data we have available and the attached information my recommendation for the priority areas to visit and suggested issues for each of these visits within each of the states are listed below.

You should remember, however, that Vietnam is, by far, the number one issue in all of these states and in all of the regions within the states. For that reason we have included it only when it is significantly more important to a local area than it is overall. Had we included it, Vietnam would have been the top priority issue in all areas of all states. Furthermore this data does not address itself to the fact that an appearance by the President is a national event and the list of issues used to formulate this data did not include anything which would give emphasis to a visit which stressed a general campaign theme or "mood of the country" speech.

State Priorities

Top Priority

California
New York
Pennsylvania
New Jersey
Illinois

Second Priority

Ohio
Michigan
Connecticut
Maryland
Texas

Third Priority

Washington
Oregon
Missouri
Wisconsin

This data used in conjunction with the ticket-splitting maps we went over this morning should be of assistance to you in scheduling the President and the First Family. If you have any further questions, please let me know.

Alabama: Drugs
 Crime
 Taxes

 Mobile: Crime
 Bussing

California: Unemployment
 Taxes
 Inflation

 Los Angeles: Unemployment
 Inflation
 Taxes

 San Diego: Crime
 National Defense

 Sacramento/
 Stockton: Unemployment
 Drugs

 San Francisco:
 Vietnam
 Environment

Connecticut: Inflation
 Unemployment
 Taxes

 Hartford: Crime
 Inflation

 Fairfield
 Co.: Drugs
 Crime

Illinois: Inflation
 Drugs

 Chicago: Taxes
 Inflation

 Rockford/
 Davenport: Inflation

Illinois continued:

Outstate Areas:

Taxes
Inflation

NOTE: While there is no particular concern of population we need some effort in the outstate areas and a tour of them by someone would be useful.

New Jersey:

Taxes
Unemployment
Inflation

Northern

New Jersey:

Taxes
Inflation

Ohio:

Unemployment
Inflation
Drugs

Cleveland:

Unemployment
Inflation
Taxes

Cincinnati:

Inflation
Drugs
General Unrest

Toledo:

Crime
Environment

Oregon:

Taxes
Inflation
Environment

Portland:

Taxes
Inflation
Environment

Pennsylvania:

Taxes
Drugs

Pittsburgh:

Taxes
Environment
Unemployment
Drugs

Philadelphia:

Unemployment
Taxes

Maryland: Crime
 Drugs
 Inflation

Baltimore
Co.: Drugs
 Crime

Washington
Suburbs
(Mainly
Montgomery
Co.): Inflation
 Crime
 Environment

Michigan: Taxes
 Unemployment
 Drugs
 Bussing

Detroit
Suburbs: Bussing
 Taxes
 Crime
 General Unrest

Flint: Taxes
 Crime
 Unemployment
 Race

Grand Rapids: Unemployment
 Inflation
 Drugs
 Bussing

Missouri: Unemployment
 Taxes
 Inflation

St. Louis: Unemployment
 Crime
 Inflation

Kansas City: Inflation
 Taxes

<u>Texas:</u>	Drugs Inflation Taxes
Houston:	Drugs Inflation
Dallas:	Drugs Crime Taxes
Austin:	Environment Bussing Crime
<u>Wisconsin:</u>	Taxes Inflation Unemployment
Milwaukee & S.E.:	Taxes Inflation Unemployment

NATIONAL STUDY RATING: A

	A		A		B		A		A		B		C		E		B		A		C		B		A		D														
	National*	PN**	Alababa	Imp.	RN	Calif.	Imp.	RN	Conn.	Imp.	RN	Illinois	Imp.	RN	Maryland	Imp.	RN	Michigan	Imp.	RN	Missouri	Imp.	RN	N. J.	Imp.	RN	Ohio	Imp.	RN	Oregon	Imp.	RN	Pa.	Imp.	RN	Texas	Imp.	RN	Wisconsin	Imp.	RN
Vietnam	65	30	50	76	22	54	60	39	57	64	35	60	63	35	51	67	32	53	56	42	54	62	37	58	56	41	56	67	32	49	57	39	60	59	39	51	67	32	63	51	34
Inflation	47	46	24	56	41	28	45	33	41	56	31	47	41	52	32	48	51	25	43	55	30	45	53	31	37	59	32	47	31	40	56	29	47	52	23	53	46	32	41	51	
Drugs	53	36	39	68	28	20	53	43	25	42	27	56	42	33	57	40	27	54	43	24	58	38	29	47	44	29	52	27	53	41	34	55	43	34	61	37	16	61	34		
Crime	56	36	31	62	35	20	53	43	24	48	25	52	45	37	50	48	25	45	52	30	51	47	20	43	52	27	50	48	24	49	46	24	50	49	23	53	45	16	51	41	
Unemployment	50	43	19	63	33	30	45	33	42	53	28	49	49	21	54	45	31	45	52	34	49	49	32	39	57	35	47	51	23	45	50	31	47	52	23	53	44	30	47	51	
Taxes	46	48	26	54	44	29	44	53	25	44	34	48	51	28	48	49	34	42	57	32	45	53	33	36	59	26	50	49	39	59	36	44	54	27	47	42	46	41	57		
Race	60	31	23	60	36	13	59	38	16	57	21	54	44	17	62	36	21	53	44	16	60	37	16	51	44	14	59	10	61	33	16	56	42	18	59	39	11	65	34		
Foreign Policy	81	11	11	81	13	18	78	20	17	79	16	78	21	10	81	17	9	80	17	13	80	17	13	74	20	14	82	16	13	72	23	11	83	15	80	18	16	81	11		
Environment	60	40	10	70	26	21	51	46	18	58	16	56	42	17	60	37	13	63	33	13	64	33	15	50	43	13	59	38	17	64	31	15	60	38	12	59	39	16	62	34	
General Unrest	57	33	9	65	30	15	48	49	12	53	11	52	47	9	60	37	19	57	41	13	58	39	11	43	49	13	55	42	14	48	46	11	53	45	13	57	41	11	60	35	
Welfare	52	39	13	65	32	13	53	44	13	47	9	52	41	12	55	42	14	50	47	15	57	41	15	42	52	13	54	44	15	45	50	11	55	44	12	55	42	17	50	45	
Health Care	69	21	8	80	16	10	63	32	7	64	9	68	30	9	68	29	8	69	28	9	70	27	9	60	33	8	67	30	10	62	32	9	72	26	10	70	27	7	74	24	
Nat'l. Defense	73	18	16	82	13	22	74	23	16	75	13	77	21	13	80	17	8	80	17	13	80	16	14	70	23	13	80	17	14	73	21	13	81	17	20	78	19	16	85	14	
Bussing	46	40	17	43	53	4	52	42	3	50	4	49	48	7	56	40	19	46	51	6	51	45	4	48	41	4	52	44	2	47	42	4	54	42	10	47	50	4	60	35	

* June 16-26, 1972; 1,016 Interviews

** Because the National study was conducted by phone the scales are slightly different than the states. No questions ranking the issues by importance were asked.

OVERALL RATING: A

June 13-26, 1972
804 Interviews

ALABAMA

	A Mobile/ Meridian		A Montgomery		A Dothan		A Columbus, Ga.		A Huntsville/ Chattanooga		A Birmingham		A Total	
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	54	74 23	48	75 22	55	53 38	44	77 21	49	75 22	50	81 19	50	76 22
Inflation	27	50 48	14	62 32	22	47 43	27	58 38	24	55 42	26	58 41	24	56 41
Drugs	34	59 36	35	78 18	41	70 23	46	71 27	44	62 35	41	70 26	39	68 28
Crime	43	51 47	34	67 30	32	53 40	36	56 42	24	56 41	29	69 28	31	62 35
Unemployment	20	59 38	14	63 33	13	51 43	23	69 29	24	57 39	18	68 28	19	63 33
Taxes	16	41 55	33	63 33	30	49 45	20	50 48	18	60 38	28	55 44	26	54 44
Race	30	45 52	26	60 32	33	49 40	23	58 40	13	62 34	22	66 31	23	60 36
Foreign Policy	5	74 23	5	84 8	7	68 13	14	77 17	16	84 9	11	85 13	11	81 13
Environment	4	66 30	10	72 22	4	70 17	16	63 33	11	71 26	12	70 25	10	70 26
General Unrest	7	55 40	12	68 23	8	60 32	8	65 31	12	66 29	9	68 29	9	65 30
Welfare	11	58 38	16	73 23	8	47 45	10	60 35	15	64 33	12	68 29	13	65 32
Health Care	7	80 15	11	80 14	4	62 30	8	73 23	8	84 14	11	82 15	8	80 16
Nat'l. Defense	11	77 19	10	80 13	17	77 11	10	83 10	20	80 15	16	87 9	16	82 13
Bussing	28	27 71	14	59 37	10	36 57	12	31 67	17	41 55	15	48 47	17	43 53

ISSUES:

Vietnam
Drugs
Crime
Taxes
Inflation

ADI SPECIAL EMPHASIS ISSUES

Mobile/Meridian: Crime
Race
Bussing

Montgomery: Taxes

Dothan: Vietnam
Race

Columbus, Ga.: Drugs
Crime
Environment

Huntsville/
Chattanooga: Drugs
Crime
Foreign Policy

OVERALL RATING: B

CALIFORNIA

June 12-17, 1972
1,000 Interviews

	B San Diego		A Los Angeles		A Santa Barb/ Santa Maria		A Salinas/Monterey		A Fresno		D San Francisco		E Chico/Redding		D Sacramento/ Stockton		B Total	
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	58	53 47	52	64 35	42	70 30	57	67 33	54	70 30	61	49 49	54	50 44	55	61 38	54	60 39
Inflation	18	55 42	30	47 51	30	52 42	27	58 42	24	45 48	25	36 62	27	32 62	18	45 53	28	45 53
Drugs	23	63 34	20	54 42	24	70 30	30	55 39	24	33 55	15	46 48	27	38 53	26	59 36	20	53 43
Crime	33	58 38	18	57 40	21	45 52	18	42 45	24	45 45	17	47 47	15	44 47	23	52 45	20	53 43
Unemployment	18	56 42	29	47 50	36	45 55	30	45 52	18	55 45	29	39 58	54	32 59	47	42 56	30	45 52
Taxes	27	47 52	28	46 51	33	58 39	36	42 52	18	48 48	30	39 57	12	35 56	32	39 58	29	44 53
Race	10	61 38	11	62 36	12	64 36	12	61 36	15	70 24	14	51 44	30	62 32	16	55 42	13	59 38
Foreign Policy	14	81 19	20	79 20	27	91 9	15	85 15	12	88 9	15	71 25	15	68 24	17	79 17	18	78 20
Environment	14	53 42	23	48 49	15	61 39	21	67 27	15	70 30	25	50 46	12	56 38	14	55 42	21	51 46
General Unrest	19	34 63	15	52 44	12	52 45	12	45 48	9	67 30	17	41 56	9	35 56	14	50 47	15	48 49
Welfare	16	59 39	14	53 43	15	67 33	18	58 36	15	61 39	8	51 46	12	32 39	8	48 50	13	53 44
Health Care	13	66 33	10	66 29	0	70 27	3	73 27	21	64 33	11	58 37	12	50 38	13	61 38	10	63 32
Nat'l. Defense	32	70 28	20	76 22	30	76 24	18	88 9	27	79 18	21	70 27	15	56 38	14	80 18	22	74 23
Bussing	5	47 48	3	54 41	0	52 42	0	70 21	3	48 42	4	46 47	3	38 47	8	59 38	4	52 42

ISSUES:

Vietnam
Unemployment
Taxes
Inflation
National Defense

ADI SPECIAL EMPHASIS ISSUES

San Diego: Crime
National Defense

Santa Barbara/
Santa Maria: Unemployment
National Defense
Foreign Policy

Salinas/
Monterey: Taxes
Drugs
Welfare

San Francisco: Vietnam

Chico/Redding: Unemployment
Race
Crime

Sacramento/
Stockton: Unemployment
Drugs

OVERALL RATING: A

CONNECTICUT

June 11-20, 1972
615 Interviews

	A New York		A Hartford		A Providence		A Total	
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	54	73 27	60	60 40	48	75 21	57	64 35
Inflation	25	45 52	36	39 60	32	52 45	33	41 56
Drugs	30	55 38	24	49 46	17	52 34	25	51 42
Crime	30	55 41	31	44 51	20	54 38	24	48 47
Unemployment	26	45 49	34	40 57	32	50 38	33	42 53
Taxes	27	48 46	25	42 55	27	52 38	25	44 51
Race	12	57 36	18	57 39	11	59 34	16	57 38
Foreign Policy	20	85 8	16	77 18	20	75 11	17	79 15
Environment	14	61 32	20	58 37	20	52 34	18	58 36
General Unrest	13	59 33	9	50 46	18	57 29	12	53 41
Welfare	14	48 46	11	46 48	11	52 38	13	47 46
Health Care	8	66 24	6	65 30	6	54 32	7	64 28
Nat'l. Defense	17	80 13	14	72 22	23	79 11	16	75 19
Bussing	5	50 39	3	51 38	5	45 39	3	50 38

ISSUES:

Vietnam
Inflation
Unemployment
Drugs
Taxes

ADI SPECIAL EMPHASIS ISSUES

New York: Drugs
Hartford: Crime
Providence: National Defense
General Unrest

	A Rockford/ Davenport		D St. Louis		A Paducah/ Springfield		A Chicago		A Total	
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	65	72	63	56	51	74	59	59	60	63
		26		40		24		39		35
Inflation	40	63	23	31	28	57	31	44	31	47
		36		67		41		55		52
Drugs	20	69	30	54	38	64	26	52	27	56
		26		41		33		47		42
Crime	23	63	29	47	20	59	24	50	25	52
		35		51		35		49		45
Unemployment	25	72	35	39	24	60	29	44	28	49
		28		60		38		54		49
Taxes	36	64	24	44	41	61	32	42	34	48
		36		53		37		57		51
Race	13	74	29	49	19	62	21	50	21	54
		26		50		35		48		44
Foreign Policy	24	90	10	67	13	84	16	75	16	78
		10		31		11		24		21
Environment	14	79	14	54	11	70	16	49	16	56
		21		44		26		49		42
General Unrest	13	67	15	43	15	64	10	48	11	52
		33		53		33		51		47
Welfare	4	78	13	46	12	66	8	53	9	52
		21		50		28		46		41
Health Care	6	83	3	54	6	81	10	64	9	68
		15		40		15		35		30
Nat'l Defense	15	90	7	73	17	87	11	73	13	77
		8		26		10		25		21
Bussing	3	54	5	37	4	53	3	49	4	49
		40		57		43		49		48

ISSUES:

Vietnam
Taxes
Inflation
Unemployment
Drugs

ADI SPECIAL EMPHASIS ISSUES

Rockford/Davenport: Vietnam
Inflation
Foreign Policy

St. Louis: Unemployment
Race

Paducah/Springfield: Taxes
Drugs

OVERALL RATING: B

MARYLAND

June 13-23, 1972
600 Interviews

	B Baltimore		A Salisbury		A Washington		B Total	
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	47	66 33	58 42	58 42	55	70 29	51	67 32
Inflation	25	49 50	16	67 33	45	44 54	32	48 51
Drugs	40	52 45	50	74 26	22	62 34	33	57 40
Crime	40	44 55	16	53 47	36	61 37	37	50 48
Unemployment	22	53 46	12	75 20	19	52 46	21	54 45
Taxes	28	45 54	20	54 46	28	53 44	28	48 49
Race	21	60 30	20	75 25	14	63 34	17	62 36
Foreign Policy	11	77 19	12	83 17	11	86 12	10	81 17
Environment	14	60 36	12	92 8	24	55 43	17	60 37
General Unrest	9	59 30	8	67 29	10	62 35	9	60 37
Welfare	15	54 44	20	58 38	8	57 40	12	55 42
Health Care	10	70 27	12	75 25	7	65 31	9	68 29
National Defense	11	76 20	16	83 13	15	85 12	13	80 17
Bussing	7	58 39	16	62 38	7	53 43	7	56 40

ISSUES:

Vietnam
Crime
Drugs
Inflation
Taxes

ADI SPECIAL EMPHASIS ISSUES

Baltimore: Drugs
Salisbury: Vietnam
Drugs
Welfare
Bussing
Washington: Inflation
Environment

OVERALL RATING: C

MICHIGAN

June 13-30, 1972
800 Interviews

	D Detroit		A Lansing		B Flint-Sag. Bay City		B Grand Rapids Kala./Chicago		C Traverse City		A Marquette Green Bay		C Total	
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
	Vietnam	52	53 46	50	59 38	60	58 37	48	65 34	68	51 43	74	67 33	53
Inflation	24	41 58	43	50 50	17	55 41	26	50 48	27	27 68	33	41 29	25	43 55
Drugs	30	49 49	19	74 26	19	53 41	26	61 33	25	59 35	10	74 26	27	54 43
Crime	27	44 54	29	48 52	29	42 54	23	48 48	6	43 51	20	52 48	25	45 52
Unemployment	33	41 57	22	58 42	26	53 41	28	53 45	41	27 65	33	63 33	31	45 52
Taxes	34	39 60	45	53 47	43	43 54	23	47 52	44	41 54	24	52 48	34	42 57
Race	21	50 47	31	58 42	23	61 34	19	55 40	7	46 49	10	67 30	21	53 44
Foreign Policy	9	80 19	6	91 9	7	82 11	8	77 17	11	70 24	17	89 11	9	80 17
Environment	11	63 34	6	75 25	17	56 39	20	68 28	7	59 35	21	44 44	13	63 33
General Unrest	23	56 43	6	73 27	13	55 42	18	59 37	7	41 51	3	70 26	19	57 41
Welfare	10	47 50	23	76 24	6	51 44	23	53 42	22	38 54	10	63 37	14	50 47
Health Care	9	65 18	0	72 16	9	77 16	7	77 19	5	70 22	0	85 15	8	69 28
Nat'l Defense	7	80 18	0	84 16	7	77 18	13	85 11	4	68 24	7	89 11	8	80 17
Bussing	23	43 55	6	66 31	13	45 47	18	53 42	7	43 51	3	49 56	19	46 51

ISSUES:

Vietnam
Taxes
Unemployment
Drugs
Inflation
Crime

ADI SPECIAL EMPHASIS ISSUES

Lansing: Taxes
Inflation
Race
Welfare

Flint-Saginaw-Bay City: Vietnam
Taxes

Grand Rapids-Kalamazoo/
Chicago: Welfare
Environment
National Defense

Traverse City: Vietnam
Taxes
Unemployment
Welfare

Marquette-Green Bay: Vietnam
Inflation
Environment
Foreign Policy

	E		C		A		D		E	
	St. Louis		Paducah/ Springfield		Columbia/ Quincy		St. Joseph/ Kansas City		Total	
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	55	56 44	56	64 32	51	70 28	50	64 34	54	62 37
Inflation	29	40 59	27	47 49	29	57 42	33	44 54	30	45 53
Drugs	22	58 39	26	57 35	32	54 40	23	59 38	24	58 38
Crime	35	47 52	25	52 43	22	52 48	29	56 43	30	51 47
Unemployment	41	39 60	30	55 43	26	59 39	31	55 44	34	49 49
Taxes	22	50 49	46	51 46	32	62 34	33	55 44	32	53 45
Race	20	50 49	12	64 30	13	68 30	16	68 30	16	60 37
Foreign Policy	13	79 20	10	74 21	17	87 12	12	84 11	13	80 17
Environment	12	58 40	7	69 27	15	68 31	15	67 30	13	64 33
General Unrest	12	52 46	16	61 35	14	68 32	13	59 38	13	58 39
Welfare	14	54 46	17	56 40	16	68 32	12	57 42	15	57 41
Health Care	8	64 33	7	70 24	16	77 21	12	76 22	9	70 27
Nat'l. Defense	12	85 13	10	72 22	17	86 13	16	78 18	13	80 16
Bussing	7	47 50	9	50 43	2	58 37	4	55 41	6	51 45

Paducah/Springfield also includes Spring./Paducah-Cape Girardeau-
Harrisburg/Joplin-Pittsburg/Memphis

ISSUES:

Vietnam
Unemployment
Taxes
Inflation
Crime

ADI SPECIAL EMPHASIS ISSUES

St. Louis:

Unemployment
Crime

Paducah/Springfield/
Harrisburg/Joplin/Memphis:

Taxes

Columbia/Quincy:

Drugs
Health Care

OVERALL RATING: B

NEW JERSEY

June 11-20, 1972
823 Interviews

	C Philadelphia		B New York City		B Total	
	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	60	56 40	58	56 41	58	56 41
Inflation	27	42 50	33	35 62	31	37 59
Drugs	24	47 42	31	47 44	29	47 44
Crime	18	46 46	21	42 54	20	43 52
Unemployment	33	43 52	32	37 58	32	39 57
Taxes	33	36 57	35	36 59	33	36 59
Race	15	51 43	16	51 45	16	51 44
Foreign Policy	12	72 23	12	75 19	13	74 20
Environment	13	54 38	14	49 45	15	50 43
General Unrest	13	40 50	10	44 49	11	43 49
Welfare	15	48 46	14	40 54	15	42 52
Health Care	12	57 35	7	62 32	9	60 33
Nat'l. Defense	16	67 25	13	71 22	14	70 23
Bussing	3	45 43	4	49 40	4	48 41

ISSUES:

- Vietnam
- Taxes
- Unemployment
- Inflation
- Drugs

OVERALL RATING: A

OHIO

June 13-27, 1972
800 Interviews

	A Toledo/Lima		A Dayton		A Cincinnati		A Columbus Parkersburg		B Cleveland Akron Canton		A Youngstown/ Pittsburgh		A Total	
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	49	75 24	61	60 39	58	69 31	57	72 27	53	63 36	67	70 28	56	67 32
Inflation	25	59 40	42	44 56	38	50 50	29	57 42	33	38 60	33	45 53	32	47 52
Drugs	31	58 38	32	53 46	29	50 48	30	58 39	24	50 45	51	48 44	29	52 44
Crime	32	51 45	21	48 50	26	55 45	29	53 44	27	46 51	25	50 47	27	50 48
Unemployment	21	54 43	45	44 56	37	51 48	31	61 38	37	37 61	31	55 42	35	47 51
Taxes	25	61 39	18	55 44	21	52 48	31	60 37	29	41 57	24	41 55	26	50 49
Race	17	65 35	16	61 39	13	65 34	14	65 33	14	54 44	17	48 48	14	59 39
Foreign Policy	15	80 14	16	88 13	15	90 10	13	81 17	15	80 16	13	70 27	14	82 16
Environment	24	70 28	11	68 33	10	66 32	11	59 37	14	51 44	8	56 38	13	59 38
General Unrest	13	69 31	11	50 49	19	63 35	13	57 36	14	49 47	7	55 44	13	55 42
Welfare	15	51 48	13	55 44	9	57 43	18	55 44	13	52 44	12	53 44	13	54 44
Health Care	10	69 28	4	69 28	6	77 21	4	64 31	10	67 32	8	55 42	8	67 30
National Defense	19	85 13	9	79 20	13	83 17	15	77 19	14	80 17	12	83 14	13	80 17
Bussing	6	55 43	4	48 51	4	62 37	1	50 44	3	50 45	5	53 44	4	52 44

ISSUES:

Vietnam
Unemployment
Inflation
Drugs
Crime

ADI SPECIAL EMPHASIS ISSUES

Toledo/Lima:

Crime
Environment
National Defense

Dayton:

Vietnam
Unemployment
Inflation

Cincinnati:

Inflation
General Unrest

Columbus/Parkersburg:

Taxes
Welfare

Youngstown/Pittsburgh:

Vietnam
Drugs

	E		D		C	
	Eugene		Portland		Total	
	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	60	52 48	50	56 39	49	57 39
Inflation	30	38 63	30	41 53	31	40 56
Drugs	20	50 46	28	52 40	27	53 41
Crime	18	50 45	25	48 46	24	49 46
Unemployment	17	49 49	24	44 50	23	45 50
Taxes	50	39 58	32	39 56	39	39 57
Race	7	55 43	10	61 31	10	61 33
Foreign Policy	12	69 28	13	72 21	13	72 23
Environment	24	57 41	16	62 31	17	64 31
General Unrest	12	50 48	15	46 47	14	48 46
Welfare	16	43 57	13	45 48	15	45 50
Health Care	8	66 30	10	58 35	10	62 32
Nat'l Defense	12	74 23	15	71 21	14	73 21
Bussing	2	49 40	2	45 43	2	47 42

ISSUES:

Vietnam
Taxes
Inflation
Drugs
Crime

ADI SPECIAL EMPHASIS ISSUES

Eugene: Vietnam
Taxes
Environment

OVERALL RATING: B

PENNSYLVANIA

June 13-27, 1972
800 Interviews

	A		B		A		D		A		B	
	Johnstown/ Altoona/Erie		Pittsburgh/ Youngstown		Harrisburg/ York/Lancaster/ Lebanon/Hagerstown		Philadelphia		Wilkes-Barre- Scranton/ Binghamton		Total	
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	49	79 21	60	65 34	65	69 27	62	48 51	46	70 28	60	59 39
Inflation	29	60 38	29	39 60	19	61 37	29	44 55	25	60 40	29	47 52
Drugs	32	73 25	32	49 47	44	65 32	30	51 48	46	68 32	34	55 43
Crime	29	54 44	17	46 53	27	61 36	26	46 52	23	62 38	24	50 49
Unemployment	19	62 37	33	41 58	13	63 36	36	42 56	39	64 36	31	47 52
Taxes	32	54 43	41	41 58	36	60 38	31	39 59	41	57 43	36	44 54
Race	14	75 21	14	56 43	10	66 31	18	46 53	10	85 15	16	56 42
Foreign Policy	15	94 6	11	85 14	14	89 9	8	79 20	15	83 17	11	83 15
Environment	10	76 22	21	51 47	17	63 34	12	59 39	12	89 11	15	60 38
General Unrest	20	67 30	10	49 48	11	60 37	10	50 49	8	62 34	11	53 45
Welfare	15	59 41	7	50 48	19	61 38	11	54 45	4	77 23	11	55 44
Health Care	12	83 14	7	67 30	7	78 18	10	70 29	12	87 11	9	72 26
Nat'l. Defense	26	90 6	15	81 18	9	85 11	9	77 21	14	89 11	13	81 17
Bussing	3	71 22	4	44 51	2	58 38	4	54 44	2	77 21	4	54 42

ISSUES:

Vietnam
Taxes
Drugs
Unemployment
Inflation

ADI SPECIAL EMPHASIS ISSUES

Johnstown/Altoona/Erie:

Crime
National Defense
General Unrest

Pittsburgh/Youngstown:

Taxes
Environment

Harrisburg/York/Lancaster/
Lebanon/Hagerstown:

Vietnam
Drugs
Welfare

Philadelphia:

Unemployment

Wilkes-Barre-Scranton/
Binghamton:

Drugs
Unemployment
Taxes

OVERALL RATING: A

TEXAS

June 12-17, 1972
1,000 Interviews

	E Corpus Christi		D Houston		A Beaumont/Pt. Arthur		A Shreveport/Texarkana		A Austin		A Waco/Temple		A Dallas/Ft. Worth		A Odessa/Midland		A San Antonio		A El Paso		B Abilene/Sweetwater		A Lubbock		A Amarillo		A Total	
	Imp.	KN	Imp.	KN	Imp.	KN	Imp.	KN	Imp.	KN	Imp.	KN	Imp.	KN	Imp.	KN	Imp.	KN	Imp.	KN	Imp.	KN	Imp.	KN	Imp.	KN	Imp.	KN
Vietnam	55	34	49	58	57	82	77	64	58	67	47	61	48	75	53	61	57	72	27	62	67	64	38	78	50	72	51	67
Inflation	38	21	26	50	27	58	28	64	22	67	14	42	25	56	26	47	36	49	27	38	61	61	25	61	25	53	28	53
Drugs	38	38	34	60	30	55	22	72	17	61	33	50	30	64	48	58	21	54	10	62	17	67	42	69	47	58	34	61
Crime	21	38	23	47	24	55	19	69	28	61	25	39	29	58	24	44	22	58	20	46	3	61	30	51	20	47	25	53
Unemployment	28	21	24	51	21	52	26	58	6	64	25	47	24	59	14	44	32	42	24	52	12	61	17	57	15	69	23	53
Taxes	35	34	22	52	27	67	20	61	11	69	30	53	26	64	36	47	21	50	55	62	50	58	27	51	34	58	27	57
Race	3	45	16	47	18	70	20	69	25	58	23	50	16	67	9	56	25	51	10	59	25	64	24	68	20	58	18	59
Foreign Policy	16	59	22	76	12	85	22	86	24	92	20	69	16	84	24	81	17	85	10	83	12	67	15	83	15	86	18	80
Environment	7	34	15	48	3	79	6	67	28	36	15	56	12	61	3	69	8	68	34	45	6	67	14	75	6	69	12	59
General Interest	3	38	13	52	12	58	12	69	8	47	12	53	13	58	23	44	12	59	23	52	11	61	15	74	6	69	13	57
Welfare	6	31	11	46	9	61	9	64	19	50	16	47	11	66	9	59	14	56	7	52	9	58	12	50	6	72	12	55
Health Care	17	66	13	59	9	70	6	92	9	72	3	64	10	75	6	75	11	68	13	72	3	67	6	78	28	83	10	70
Nat'l. Defense	21	52	18	74	33	88	31	81	28	83	22	78	19	81	25	75	21	83	3	79	25	72	19	78	17	86	20	78
Bussing	10	31	7	41	15	45	6	58	15	42	9	61	15	47	3	47	4	53	9	52	3	58	12	51	3	53	10	47

ISSUES:

Vietnam
Drugs
Inflation
Taxes
Unemployment

ADI SPECIAL EMPHASIS ISSUES

Corpus Christi:	Inflation Taxes Unemployment Health Care	San Antonio:	Vietnam Inflation Unemployment Race
Beaumont/Pt. Arthur:	Vietnam National Defense Bussing	El Paso:	Taxes Environment General Interest
Shreveport/Texarkana:	Vietnam National Defense	Abilene/Sweetwater:	Vietnam Inflation Taxes Race National Defense
Austin:	Vietnam Environment Race Foreign Policy Welfare Bussing	Lubbock:	Drugs Crime Race
Waco/Temple:	Race	Amarillo:	Drugs Taxes Health Care
Dallas/Ft. Worth:	Bussing		
Odessa/Midland:	Drugs Taxes National Defense Foreign Policy General Interest		

OVERALL RATING: D

WISCONSIN

June 13-20, 1972
600 Interviews

	A		E		E		B		D	
	Minneapolis		Madison/ Rockford		Chicago/ Milwaukee		Green Bay/ Wausau Rhinelander		Total	
	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN	Imp.	RN
Vietnam	55	59 33	61	61 37	63	53 45	58	69 31	63	59 39
Inflation	31	52 46	37	47 53	31	45 55	31	55 45	32	49 51
Drugs	19	65 27	21	59 36	12	59 38	18	71 28	16	63 34
Crime	23	59 40	13	64 34	15	50 47	18	59 40	16	56 42
Unemployment	19	56 42	29	47 52	36	38 60	25	58 41	30	47 51
Taxes	56	37 60	36	43 55	45	39 61	43	50 48	46	42 57
Race	8	67 28	10	76 24	14	64 35	8	76 23	11	69 30
Foreign Policy	13	82 15	11	87 12	15	84 14	18	90 10	16	86 13
Environment	11	67 31	19	71 28	18	57 41	14	73 27	16	65 34
General Unrest	10	61 38	15	58 40	9	58 41	12	63 35	11	60 39
Welfare	18	49 49	16	52 45	18	47 53	15	56 43	17	50 49
Health Care	9	75 21	2	76 24	6	69 28	8	82 17	7	74 24
Nat'l Defense	17	86 12	20	86 13	12	82 17	19	88 11	16	85 14
Bussing	6	62 29	4	67 29	3	52 42	2	68 29	4	60 35

Minneapolis also includes Minneapolis/St. Paul-
La Crosse/Eau Claire-Dubuque

ISSUES:

Vietnam
Taxes
Inflation
Unemployment
Welfare

ADI SPECIAL EMPHASIS ISSUES

Minneapolis: Taxes
Crime
Madison/Rockford: Inflation
Drugs
Chicago/Milwaukee: Unemployment