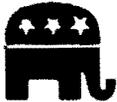


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44	18	10/5/1971	<input type="checkbox"/>	Campaign	Letter	To: John N. Mitchell, H.R. Haldeman, Harry S. Dent, Jeb Magruder, Gordon C. Strachan From: L. Keith Bulen RE: Brief analysis of two in depth professional polls of Marion County (Indianapolis), Indiana, for the local Mayor's race. 9pgs



Republican
National
Committee.

*File
Haldeman
Polls*

October 5, 1971

L. Keith Bulen
Member for Indiana
Executive Committee
Republican National Committee
144 North Delaware Street
Indianapolis, Indiana 46204
(317) 635-8881

The Honorable John N. Mitchell
Mr. H. R. Haldeman
Mr. Harry S. Dent
Mr. Jeb Magruder
Mr. Gordon C. Strachan ✓

• Gentlemen:

Enclosed, for your information only, is a brief analysis of two in depth professional polls of my county, in conjunction with the local Mayor's race.

I have included only the part pertaining to national issues and the President.

These polls have not, nor will not be made public.

Best wishes,

L. Keith Bulen

LKB/rm
Enclosure

1971 PROFESSIONAL SURVEYS

Marion County (Indianapolis), Indiana

The following is an analysis of two professional surveys, as they affect national issues, taken in Marion County, Indiana, in February and September, 1971, for Mayor Richard G. Lugar's re-election campaign. The surveys were conducted by Market Opinion Research of Detroit, Michigan. The results of the February poll were based upon 402 personal interviews, and the September poll was based upon 491 personal interviews. The last day of interviews, for the second poll, was September 12, 1971.

Political surveys taken since 1966 indicate that there are approximately ten to twelve per cent more Democrats in Marion County, than there are Republicans (see page 3). This is true, even though Republicans have won four consecutive elections in Marion County (1966, 1967, 1968 & 1970). The Democrat/Republican spread decreased between the February and September surveys, with both parties losing support, with an increase in the Independent percentage.

JOB RATINGS:

President Nixon's job rating slipped somewhat between February and September. In February 43.5% said President Nixon was doing Excellent or Good. In September that rating dropped to 41.9%. Although fewer September respondents, as compared with February, said the President was doing a poor job (see page 4). While the President's job rating increased from February to September with Republicans, and held constant with Democrats, it slipped considerably with ticket splitters. In February 61.3% of the ticket splitters said Nixon was doing Excellent/Good. In September that percentage dropped to 48.6%. Also 9% more ticket splitters said the President was doing a poor job than was shown on the February poll (see page 5).

Vice President Agnew's job rating also dropped between February and September (see page 4). The Vice President's Excellent/Good rating is eight to ten percentage points below that of the President. The Vice President's job rating dropped equally with Republicans, Democrats and Ticketsplitters (see page 5).

Indiana Governor Whitcomb's Excellent/Good rating dropped slightly also between the two surveys. The Governor's rating remains about three percentage points above that of the Vice President (see pages 4 & 5).

On both surveys the majority of the voters approved of the job being done by Mayor Lugar of Indianapolis, with a September approval rating of 50.7% (see pages 4 & 5).

ISSUES:

The two major national issues, as perceived by Marion County voters, exchanged places between February and September (see page 6). In February the Vietnam War was listed as the major issue, and the economy second. Just the opposite was true in September. Bussing of school children completely dominated local issues (see page 8), and its affect was felt on the national issues also. Bussing, as a national issue, went from zero percent in February to the third most important (23.2%) in September. Related issues to bussing also increased (racial problems up 7.5% and Schools up 2.9%).

The economy was of equal concern to all three classifications of voters; Vietnam of more concern to ticket splitters than Republicans or Democrats; and bussing was of more concern to Republicans. Unemployment and racial problems were more significant with Democrats (see page 7).

About two thirds of the voters in Marion County (September poll) approve of the President's recently announced economic policies, while less than 20% disapprove. Approval, as expected, is highest with Republicans and lowest with Democrats, although over half of the Democrats approve.

REPUBLICAN/DEMOCRAT

When asked what do you consider yourself, the responses were:

	<u>September</u>	<u>February</u>
Republican	32.2%	34.3%
Democrat	38.9%	43.0%
Ticket Splitter	24.4%	17.9%
Don't Know	4.5%	4.8%

When asked how they voted in 1970 U.S. Senate race, the responses were:

	<u>September</u>	<u>February</u>
Republican	39.5%	48.3%
Democrat	35.8%	51.7%
Didn't Vote	18.7%	
Don't Know	5.9%	

Actual Marion County vote in 1970 U.S. Senate Race:

Republican	52.3%
Democrat	47.7%

JOB RATINGS

(Total Sample)

	<u>September</u>	<u>February</u>
NIXON:		
Excellent	8.1%	8.7%
Good	33.8%	34.8%
Fair	31.6%	30.1%
Poor	24.2%	24.9%
Don't Know	2.2%	1.5%
AGNEW:		
Excellent	8.8%	11.2%
Good	24.2%	23.9%
Fair	30.8%	30.8%
Poor	25.1%	28.6%
Don't Know	11.2%	3.5%
Governor WHITCOMB:		
Excellent	4.1%	5.7%
Good	32.2%	32.6%
Fair	36.6%	35.8%
Poor	20.6%	21.6%
Don't Know	6.7%	4.2%
Mayor LUGAR:		
Approve	50.7%	
Disapprove	34.6%	
Don't Know	14.7%	
Excellent		15.7%
Good		33.1%
Fair		28.6%
Poor		21.1%
Don't Know		1.5%

JOB RATINGS

	<u>February</u>			<u>September</u>		
	Rep.	T/S	Demo	Rep.	T/S	Demo
NIXON:						
Excellent	15.9	8.3	1.7	19.5	1.1	2.2
Good	48.6	52.8	16.2	54.3	37.5	16.0
Fair	29.0	26.4	33.5	22.6	37.5	37.0
Poor	5.8	12.5	46.2	3.7	21.6	42.5
Don't Know	.7	.0	2.3	.0	2.3	2.2
AGNEW:						
Excellent	23.2	5.6	3.5	19.5	8.0	2.2
Good	37.7	29.2	11.0	39.0	23.9	11.6
Fair	25.4	41.7	31.2	29.3	40.9	29.8
Poor	8.7	19.4	48.6	6.1	17.0	44.8
Don't Know	5.1	4.2	5.8	16.1	10.2	11.6
WHITCOMB:						
Excellent	7.2	4.2	4.6	7.9	3.4	1.7
Good	42.0	45.8	22.0	42.7	31.8	26.0
Fair	35.5	34.7	34.7	35.4	37.5	35.9
Poor	9.4	13.9	35.3	11.0	22.7	29.3
Don't Know	5.8	1.4	3.5	3.0	4.5	7.2
LUGAR:						
Approve				70.7	54.5	35.9
Disapprove				19.5	34.1	45.9
Don't Know				9.8	11.4	18.2
Excellent	24.6	20.8	6.9			
Good	42.0	38.9	24.9			
Fair	21.7	30.6	31.8			
Poor	10.1	9.7	34.1			
Don't Know	1.4	0	2.3			

NATIONAL ISSUES

<u>Issues</u>	<u>February</u>	<u>September</u>
Cost of living/inflation	26.4	39.3
Vietnam War	45.0	38.3
Bussing of School Children	0	23.2
Unemployment	20.6	22.2
Racial Problems	8.2	15.7
Drugs	11.9	12.8
Wage Freeze	0	10.6
High Taxes	12.4	9.4
Crime Increase	8.0	8.4
Pollution	14.4	6.1
Education/Schools	2.2	5.1
Lack of leadership/Anti-Nixon	4.5	4.5
Welfare	8.7	3.9
Youth Unrest	6.5	3.1
National Budget/Money	6.0	2.2
Housing	0	1.8
Poverty	5.2	1.8
Communism	0	1.2
Foriegn Aid	2.5	0
Social Unrest	2.5	0
Others	17.2	0
Don't Know	5.2	0

(September Poll)

<u>Issues</u>	<u>Rep.</u>	<u>T/S</u>	<u>Demo.</u>
Cost of living/Inflation	39.0	39.8	37.0
Vietnam War	36.6	40.9	37.0
Bussing School Children	25.0	20.5	23.2
Unemployment	16.5	21.6	28.2
Racial Problems	16.5	12.5	17.7
Drugs	15.2	9.1	11.6
Wage Freeze	12.2	10.2	11.0
High Taxes	6.7	11.4	12.2
Crime Increase	8.5	8.0	8.3
Pollution	7.9	5.7	4.4
Education/Schools	4.3	3.4	5.5
Lack of leadership/Anti-Nixon	6.1	5.7	3.9
Welfare	4.3	5.7	3.3
Youth Unrest	5.5	3.4	1.7
National Budget/Money	3.0	3.4	1.1
Housing	1.8	.6	1.1
Poverty	1.2	1.1	2.8
Communism	1.8	2.3	.6

MARION COUNTY ISSUES

<u>Issues</u>	February	September
Bussing/Schools/Racial	15.4	78.0
Taxes	19.9	20.8
Unemployment	17.2	14.5
Unified Government	10.7	13.2
Crime	16.2	11.2
Drugs	7.2	9.0
Housing	10.2	8.1
Welfare	6.0	7.9
Streets	13.9	8.1
Cost of living	6.7	7.7
Law Enforcement	6.2	2.4
Pollution	6.0	6.5
City Officials	4.0	3.5