

The original documents are located in Box 64, folder “April 3, 1972 - John N. Mitchell - Demographic Tables” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.

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COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

1701 PENNSYLVANIA AVENUE, N.W.
WASHINGTON, D. C. 20006
(202) 333-0920

April 3, 1972

~~CONFIDENTIAL/EYES ONLY~~

MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL

FROM: ROBERT M. TEETER *RM*

SUBJECT: Demographic Tables

Enclosed are demographic tables for the Nixon/Humphrey/Wallace and Nixon/Kennedy/Wallace ballots. My earlier reports contained only the Nixon/Muskie/Wallace ballot. These new tables will supplement the reports you have already received.

~~CONFIDENTIAL/EYES ONLY~~

Determined to be an
Administrative Marking

By SD NARA, Date 12/31/09



National
January 3-20, 1972
1,019 Interviews

B (1)

	<u>Nixon</u>	<u>Humphrey</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	48%	35%	12%	5%	1019
<u>Age</u>					
18-24 years	45	33	20	2	147
25-34 years	50	39	9	2	216
35-44 years	44	38	15	3	176
45-54 years	46	39	8	7	171
55-64 years	46	32	15	7	136
65 years +	57	26	6	11	173
<u>Education</u>					
Less than high school	40	36	15	9	286
High school graduate	48	33	15	4	359
College	56	35	6	3	370
<u>Religion</u>					
Catholic	46	41	7	6	290
Protestant	54	26	15	5	609
Jewish	13	77	3	7	69
Other	42	45	9	4	47
<u>Race</u>					
White	51	31	12	6	941
Negro	5	86	6	3	64
Oriental	100	0	0	0	2
Mexican American	33	56	0	11	9
<u>Union</u>					
Yes	39	42	15	4	338
No	53	31	10	6	681
<u>Income</u>					
Under \$5,000	42	38	12	8	179
\$5,000-9,999	45	36	14	5	308
\$10,000-14,999	52	32	14	2	234
\$15,000 +	55	37	5	3	221
<u>Sex</u>					
Male	49	33	12	6	509
Female	48	37	11	4	510
<u>Geographic</u>					
East	47	43	4	6	243
Midwest	51	36	8	5	281
South	46	28	21	5	327
West	50	35	10	5	168



National :
 January 3-20, 1972
 1,019 Interviews

B (11)

	<u>Nixon</u>	<u>Kennedy</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	46%	37%	10%	7%	1019
<u>Age</u>					
18-24 years	34	48	16	2	147
25-34 years	42	49	6	3	216
35-44 years	46	35	12	7	176
45-54 years	45	36	9	10	171
55-64 years	51	28	12	9	136
65 years +	57	28	6	9	173
<u>Education</u>					
Less than high school	38	40	15	7	286
High school graduate	45	38	11	6	359
College	53	35	5	7	370
<u>Religion</u>					
Catholic	44	44	6	6	290
Protestant	50	31	13	6	609
Jewish	22	62	1	15	69
Other	36	49	9	6	47
<u>Race</u>					
White	49	34	10	7	941
Negro	5	89	1	5	64
Oriental	100	0	0	0	2
Mexican American	11	78	11	0	9
<u>Union</u>					
Yes	36	47	13	4	338
No	51	33	8	8	681
<u>Income</u>					
Under \$5,000	41	41	10	8	179
\$5,000-9,999	43	41	11	5	308
\$10,000-14,999	48	36	13	3	234
\$15,000 +	52	37	4	7	221
<u>Sex</u>					
Male	46	35	11	8	509
Female	46	40	8	6	510
<u>Geographic</u>					
East	48	40	4	8	243
Midwest	48	40	6	6	281
South	44	29	19	8	327
West	44	45	8	3	168



California
 January 6-19, 1972
 1,003 Interviews

B (1)

	<u>Nixon</u>	<u>Humphrey</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	44%	37%	6%	13%	1003
<u>Age</u>					
18-24 years	43	36	9	12	161
25-34 years	44	42	6	8	217
35-44 years	46	37	4	13	188
45-54 years	43	41	5	11	186
55-64 years	45	35	6	14	105
65 years +	43	29	7	21	131
<u>Education</u>					
Less than high school	29	46	9	16	211
High school graduate	45	35	8	12	308
College	50	34	4	12	475
<u>Religion</u>					
Catholic	39	44	5	12	278
Protestant	51	32	7	10	561
Jewish	13	56	0	31	32
Other	33	40	6	21	113
<u>Race</u>					
White	50	31	6	13	831
Negro	9	79	2	10	85
Oriental	29	43	7	21	14
Mexican American	20	62	6	12	66
<u>Union</u>					
Yes	36	44	5	15	187
No	51	31	6	12	618
<u>Income</u>					
Under \$5,000	32	39	11	18	148
\$5,000-9,999	40	38	7	15	254
\$10,000-14,999	43	42	6	9	239
\$15,000 +	57	31	2	10	290
<u>Geographic</u>					
Shasta/Sonoma	37	34	9	20	68
Ala/Ctra/SF/SM/SCL	39	46	3	12	210
Sacrm/S Joa/Tulare	39	42	8	11	99
Montry/S Barbara	35	42	11	12	66
LA/Orange	49	35	5	11	432
Rivrsd/S Brdino/SD	50	24	7	19	128



California
 January 6-19, 1972
 1,003 Interviews

B (ii)

	<u>Nixon</u>	<u>Kennedy</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	39%	46%	5%	10%	1003
<u>Age</u>					
18-24 years	27	63	5	5	161
25-34 years	35	56	5	4	217
35-44 years	45	41	5	9	188
45-54 years	42	41	4	13	186
55-64 years	47	34	9	10	105
65 years +	44	29	6	21	131
<u>Education</u>					
Less than high school	24	56	8	12	211
High school graduate	39	45	6	10	308
College	47	41	4	8	475
<u>Religion</u>					
Catholic	31	56	4	9	278
Protestant	47	38	6	9	561
Jewish	16	56	0	28	32
Other	30	53	5	12	113
<u>Race</u>					
White	45	39	6	10	831
Negro	2	88	4	6	85
Oriental	36	57	0	7	14
Mexican American	20	71	3	6	66
<u>Union</u>					
Yes	29	55	5	11	187
No	47	38	5	10	618
<u>Income</u>					
Under \$5,000	23	57	7	13	148
\$5,000-9,999	35	48	7	10	254
\$10,000-14,999	42	44	7	7	239
\$15,000 +	51	38	2	9	290
<u>Geographic</u>					
Shasta/Sonoma	31	46	6	17	68
Ala/Ctra/SF/SM/SCL	35	52	4	9	210
Sacrm/S Joa/Tulare	29	59	7	5	99
Montry/S Barbara	35	42	8	15	66
LA/Orange	44	43	5	8	432
Rivrsd/S Brdino/SD	43	35	7	15	128



B (1)

	<u>Nixon</u>	<u>Humphrey</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	44%	27%	20%	9%	805
<u>Age</u>					
18-24 years	47	32	16	5	76
25-34 years	47	30	20	3	132
35-44 years	43	19	31	7	120
45-54 years	39	28	24	9	136
55-64 years	40	29	18	13	141
65 years +	47	23	15	15	198
<u>Education</u>					
Less than high school	33	27	28	12	240
High school graduate	47	28	18	7	264
College	56	26	12	6	293
<u>Religion</u>					
Catholic	48	30	14	8	158
Protestant	44	25	23	8	584
Jewish	15	58	4	23	24
Other	33	26	20	21	33
<u>Race</u>					
White	49	18	24	9	759
Negro	11	76	6	7	39
Oriental	63	0	0	37	3
Mexican American	33	67	0	0	2
<u>Union</u>					
Yes	37	35	19	9	167
No	46	24	21	9	638
<u>Income</u>					
Under \$5,000	33	38	20	9	153
\$5,000-9,999	47	25	19	9	275
\$10,000-14,999	43	25	24	8	171
\$15,000 +	60	26	8	6	114
<u>Sex</u>					
Female	42	28	21	9	403
Male	45	26	20	9	402
<u>Geographic</u>					
Major Met. Areas	42	29	20	9	526
All other areas	46	23	22	9	279



B (ii)

	<u>Nixon</u>	<u>Kennedy</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	41%	31%	19%	9%	805
<u>Age</u>					
18-24 years	39	40	17	4	76
25-34 years	41	37	20	2	132
35-44 years	42	25	28	5	120
45-54 years	40	31	20	9	136
55-64 years	39	33	17	11	141
65 years +	47	21	15	17	198
<u>Education</u>					
Less than high school	27	36	25	12	240
High school graduate	46	30	17	7	264
College	55	25	14	6	293
<u>Religion</u>					
Catholic	45	34	15	6	158
Protestant	43	28	21	8	584
Jewish	20	56	4	20	24
Other	25	45	15	15	33
<u>Race</u>					
White	47	22	22	9	759
Negro	8	83	2	7	39
Oriental	62	0	0	38	3
Mexican American	33	67	0	0	2
<u>Union</u>					
Yes	36	39	18	7	167
No	43	28	20	9	638
<u>Income</u>					
Under \$5,000	30	42	17	11	153
\$5,000-9,999	42	31	19	8	275
\$10,000-14,999	42	26	24	8	171
\$15,000 +	59	26	9	6	114
<u>Sex</u>					
Female	40	33	18	9	403
Male	43	29	20	8	402
<u>Geographic</u>					
Major Met. Areas	39	34	19	8	526
All other areas	47	25	19	9	279





Illinois
October 20-Nov. 4, 1971
799 Interviews

B (i)

	<u>Nixon</u>	<u>Humphrey</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	45%	36%	7%	12%	799
<u>Age</u>					
18-20 years	50	28	11	11	18
21-24 years	42	38	8	12	26
25-29 years	44	42	6	8	123
30-34 years	51	36	8	5	75
35-39 years	40	41	9	10	80
40-44 years	41	42	8	9	63
45-49 years	47	35	5	13	81
50-54 years	49	37	3	11	84
55-59 years	34	44	11	11	53
60-64 years	49	26	0	25	53
65 years +	47	28	7	18	139
<u>Education</u>					
Grade school or less	30	45	11	14	125
Some high school	35	47	5	13	145
Graduated high school	48	31	9	12	246
Some college	54	32	4	10	163
Graduated college	63	26	3	8	70
Post graduate work	54	36	0	10	39
<u>Religion</u>					
Protestant	52	30	7	11	431
Roman Catholic	43	37	7	13	232
Jewish	16	68	0	16	19
Other	31	49	4	16	109
<u>Race</u>					
American born white	53	28	8	11	629
Foreign born	44	29	4	23	52
Negro	3	83	0	14	116
<u>Union</u>					
Yes	29	53	9	9	161
No	51	31	6	12	594
<u>Income</u>					
0-\$2,999	34	50	8	8	64
\$3,000-\$4,999	33	47	7	13	78
\$5,000-\$5,999	36	38	8	18	39
\$6,000-\$6,999	38	43	4	15	53
\$7,000-\$9,999	47	38	5	10	112
\$10,000-\$14,999	48	34	8	10	192
\$15,000-\$24,999	49	34	9	8	114
\$25,000 +	63	22	2	13	54
<u>Sex</u>					
Male	43	37	8	12	398
Female	47	36	5	12	401



Illinois
October 20-Nov. 4, 1971
799 Interviews

B (ii)

	<u>Nixon</u>	<u>Kennedy</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	45%	39%	6%	10%	799
<u>Age</u>					
18-20 years	39	33	17	11	18
21-24 years	31	61	0	8	26
25-29 years	41	51	6	2	123
30-34 years	52	35	9	4	75
35-39 years	39	41	10	10	80
40-44 years	36	48	8	8	63
45-49 years	42	41	5	12	81
50-54 years	48	39	2	11	84
55-59 years	45	36	6	13	53
60-64 years	53	30	2	15	53
65 years +	50	25	7	18	139
<u>Education</u>					
Grade school or less	30	43	10	17	125
Some high school	34	50	5	11	145
Graduated high school	46	34	10	10	246
Some college	51	41	2	6	163
Graduated college	67	21	2	10	70
Post graduate work	56	39	0	5	39
<u>Religion</u>					
Protestant	50	33	7	10	431
Roman Catholic	44	41	7	8	232
Jewish	21	63	0	16	19
Other	28	54	3	15	109
<u>Race</u>					
American born white	53	29	8	10	629
Foreign born	35	46	4	15	52
Negro	3	87	0	10	116
<u>Union</u>					
Yes	30	55	8	7	161
No	50	33	6	11	594
<u>Income</u>					
0-\$2,999	33	48	6	13	64
\$3,000-\$4,999	32	47	9	12	78
\$5,000-\$5,999	31	46	10	13	39
\$6,000-\$6,999	40	43	6	11	53
\$7,000-\$9,999	44	41	5	10	112
\$10,000-\$14,999	50	36	8	6	192
\$15,000-\$24,999	47	38	6	9	114
\$25,000 +	65	28	0	7	54
<u>Sex</u>					
Male	44	39	8	9	398
Female	46	39	4	11	401

Indiana
 January 4-27, 1972
 800 Interviews

B (1)

	<u>Nixon</u>	<u>Humphrey</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	47%	33%	11%	9%	800
<u>Age</u>					
18-24 years	51	35	11	3	111
25-34 years	55	24	16	5	156
35-44 years	41	33	18	8	130
45-54 years	39	45	11	5	122
55-64 years	52	31	6	11	96
65 years +	46	31	7	16	181
<u>Education</u>					
Less than high school	36	40	14	10	322
High school graduate	50	27	13	10	300
College	61	30	5	4	174
<u>Religion</u>					
Catholic	38	46	10	6	133
Protestant	50	30	11	9	618
Jewish	0	100	0	0	2
Other	41	30	20	9	44
<u>Race</u>					
White	50	31	12	7	744
Negro	2	65	4	29	52
Oriental	0	0	0	0	0
x Mexican American	33	33	34	0	3
<u>Union</u>					
Yes	42	37	13	8	341
No	51	30	10	9	397
<u>Income</u>					
Under \$5,000	44	34	9	13	158
\$5,000-9,999	42	37	13	8	276
\$10,000-14,999	59	26	12	3	175
\$15,000 +	58	35	5	2	81
<u>Geographic</u>					
Indianapolis	41	35	13	11	176
Northwest	54	30	13	3	135
West	47	34	10	9	297
South	48	32	11	9	192



Indiana
 January 4-27, 1972
 800 Interviews

B (ii)

	<u>Nixon</u>	<u>Kennedy</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	45%	37%	9%	9%	800
<u>Age</u>					
18-24 years	41	45	8	6	111
25-34 years	44	40	11	5	156
35-44 years	40	37	14	9	130
45-54 years	41	45	9	5	122
55-64 years	51	36	8	5	96
65 years +	52	23	7	18	181
<u>Education</u>					
Less than high school	35	42	13	10	322
High school graduate	43	38	10	9	300
College	66	25	3	6	174
<u>Religion</u>					
Catholic	38	47	7	8	133
Protestant	47	34	10	9	618
Jewish	0	100	0	0	2
Other	41	39	11	9	44
<u>Race</u>					
White	47	35	10	8	744
Negro	6	63	2	29	52
Oriental	0	0	0	0	0
Mexican American	33	33	34	0	3
<u>Union</u>					
Yes	40	40	12	8	341
No	48	34	8	10	397
<u>Income</u>					
Under \$5,000	40	39	8	13	158
\$5,000-9,999	41	41	10	8	276
\$10,000-14,999	53	33	11	3	175
\$15,000 +	54	35	6	5	81
<u>Geographic</u>					
Indianapolis	40	36	12	12	176
Northwest	50	36	11	3	135
North	45	38	7	10	297
South	45	37	9	9	192



Iowa
 January 3-11, 1972
 604 Interviews

B (1)

	<u>Nixon</u>	<u>Humphrey</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	53%	32%	8%	7%	604
<u>Age</u>					
18-24 years	50	42	5	3	74
25-34 years	59	30	7	4	127
35-44 years	54	32	9	5	90
45-54 years	47	36	10	7	91
55-64 years	53	31	7	9	62
65 years +	53	25	7	15	158
<u>Education</u>					
Less than high school	47	31	10	12	172
High school graduate	55	32	8	5	238
College	59	34	3	4	192
<u>Religion</u>					
Catholic	39	42	11	8	124
Protestant	58	28	7	7	459
Jewish	0	100	0	0	1
Other	44	47	0	9	19
<u>Race</u>					
White	53	32	8	7	599
Negro	62	38	0	0	3
Oriental	0	100	0	0	1
Mexican American	100	0	0	0	1
<u>Union</u>					
Yes	40	36	13	11	157
No	58	31	5	6	447
<u>Income</u>					
Under \$5,000	50	30	8	12	118
\$5,000-9,999	54	34	6	6	202
\$10,000-14,999	49	38	9	4	138
\$15,000 +	66	22	7	5	82
<u>Sex</u>					
Female	51	38	4	7	304
Male	54	27	11	8	300
<u>Geographic</u>					
Major Met. Areas	50	34	9	7	189
All other areas	54	32	6	8	415



Iowa
 January 3-11, 1972
 604 Interviews

B (ii)

	<u>Nixon</u>	<u>Kennedy</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	49%	40%	4%	7%	604
<u>Age</u>					
18-24 years	23	74	2	1	74
25-34 years	48	48	3	1	127
35-44 years	56	34	6	4	90
45-54 years	43	39	6	12	91
55-64 years	57	28	5	10	62
65 years +	62	23	3	12	158
<u>Education</u>					
Less than high school	43	40	5	12	172
High school graduate	51	42	4	3	238
College	56	36	3	5	192
<u>Religion</u>					
Catholic	34	57	4	5	124
Protestant	55	34	4	7	459
Jewish	0	100	0	0	1
Other	27	58	0	15	19
<u>Race</u>					
White	49	40	4	7	599
Negro	18	82	0	0	3
Oriental	100	0	0	0	1
Mexican American	100	0	0	0	1
<u>Union</u>					
Yes	37	47	7	9	157
No	54	37	3	6	447
<u>Income</u>					
Under \$5,000	48	38	4	10	118
\$5,000-9,999	48	44	2	6	202
\$10,000-14,999	44	47	6	3	138
\$15,000 +	64	24	6	6	82
<u>Sex</u>					
Female	54	34	5	7	300
Male	44	47	3	6	304
<u>Geographic</u>					
Major Met. Areas	40	47	6	7	189
All other areas	54	36	3	7	415



December 10-18, 1971
806 Interviews

B (1)

	<u>Nixon</u>	<u>Humphrey</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	46%	30%	10%	14%	806
<u>Age</u>					
18-24 years	42	33	17	8	96
25-34 years	55	25	10	10	126
35-44 years	46	36	8	10	146
45-54 years	50	24	15	11	137
55-64 years	52	30	3	15	127
65 years +	34	33	9	24	160
<u>Education</u>					
Less than high school	42	33	9	16	383
High school graduate	48	29	12	11	225
College	52	27	9	12	183
<u>Religion</u>					
Catholic	29	52	6	13	102
Protestant	49	27	10	14	667
Jewish	50	50	0	0	2
Other	44	30	13	13	23
<u>Race</u>					
White	47	29	10	14	771
Negro	35	45	3	17	29
Oriental	0	100	0	0	1
Mexican American	20	80	0	0	5
<u>Union</u>					
Yes	41	38	8	13	135
No	48	28	10	14	503
<u>Income</u>					
Under \$5,000	46	33	7	14	242
\$5,000-9,999	42	31	14	13	256
\$10,000-14,999	57	30	7	6	112
\$15,000 +	54	28	11	7	54
<u>Sex</u>					
Female	44	33	9	14	403
Male	49	26	11	14	395
<u>Geographic</u>					
C.D. 1	39	26	11	24	120
C.D. 2	37	22	13	28	103
C.D. 3	39	39	11	11	170
C.D. 4	48	30	11	11	83
C.D. 5	64	19	8	9	107
C.D. 6	55	27	11	7	113
C.D. 7	46	41	6	7	110



B (11)

	<u>Nixon</u>	<u>Kennedy</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	43%	35%	9%	13%	806
<u>Age</u>					
18-24 years	28	57	11	4	96
25-34 years	46	31	11	12	126
35-44 years	47	37	8	8	146
45-54 years	47	31	14	8	137
55-64 years	50	31	3	16	127
65 years +	35	31	8	26	160
<u>Education</u>					
Less than high school	37	39	9	15	383
High school graduate	48	29	11	12	225
College	48	34	8	10	183
<u>Religion</u>					
Catholic	24	60	5	11	102
Protestant	45	32	10	13	667
Jewish	100	0	0	0	2
Other	48	26	13	13	23
<u>Race</u>					
White	44	34	9	13	771
Negro	14	65	0	21	29
Oriental	0	100	0	0	1
Mexican American	20	40	40	0	5
<u>Union</u>					
Yes	37	44	7	12	135
No	45	32	9	14	503
<u>Income</u>					
Under \$5,000	43	38	5	14	242
\$5,000-9,999	37	37	14	12	256
\$10,000-14,999	55	35	4	6	112
\$15,000 +	52	28	11	9	54
<u>Sex</u>					
Female	41	38	8	13	403
Male	44	32	11	13	395
<u>Geographic</u>					
C.D. 1	37	31	9	23	120
C.D. 2	27	32	11	30	103
C.D. 3	37	46	8	9	170
C.D. 4	45	32	12	11	83
C.D. 5	58	24	8	10	107
C.D. 6	50	33	10	7	113
C.D. 7	46	42	7	5	110



B (i)

	<u>Nixon</u>	<u>Humphrey</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	44%	43%	8%	5%	799
<u>Age</u>					
18-24 years	35	54	8	3	138
25-34 years	44	42	10	4	173
35-44 years	48	37	9	6	152
45-54 years	47	38	9	6	135
55-64 years	48	41	7	4	116
65 years +	45	42	6	7	82
<u>Education</u>					
Less than high school	34	44	15	7	236
High school graduate	49	39	8	4	294
College	49	45	3	3	265
<u>Religion</u>					
Catholic	44	42	11	3	199
Protestant	51	36	8	5	429
Jewish	31	64	0	5	36
Other	27	59	8	6	132
<u>Race</u>					
White	53	32	10	5	639
Negro	10	86	0	4	160
Oriental	0	0	0	0	0
Mexican American	0	0	0	0	0
<u>Union</u>					
Yes	35	50	10	5	265
No	50	38	7	5	516
<u>Income</u>					
Under \$5,000	30	60	7	3	102
\$5,000-9,999	32	54	9	5	220
\$10,000-14,999	53	31	13	3	188
\$15,000 +	56	37	4	3	289
<u>Geographic</u>					
Baltimore Metro.	39	48	9	4	463
Washington Suburbs	49	39	7	5	240
Outstate	62	24	8	6	96



Maryland
 January 8-23, 1972
 799 Interviews

B (ii)

	<u>Nixon</u>	<u>Kennedy</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	43%	45%	7%	5%	799
<u>Age</u>					
18-24 years	20	72	5	3	138
25-34 years	43	46	7	4	173
35-44 years	47	37	9	7	152
45-54 years	48	44	4	4	135
55-64 years	52	33	7	8	116
65 years +	49	29	10	12	82
<u>Education</u>					
Less than high school	31	49	12	8	236
High school graduate	48	42	6	4	294
College	48	44	3	5	265
<u>Religion</u>					
Catholic	41	46	8	5	199
Protestant	49	39	6	6	429
Jewish	36	58	0	6	36
Other	27	59	8	6	132
<u>Race</u>					
White	52	34	8	6	639
Negro	6	89	1	4	160
Oriental	0	0	0	0	0
Mexican American	0	0	0	0	0
<u>Union</u>					
Yes	29	58	7	6	265
No	51	38	6	5	516
<u>Income</u>					
Under \$5,000	27	61	5	7	102
\$5,000-9,999	29	59	6	6	220
\$10,000-14,999	51	33	11	5	188
\$15,000 +	55	39	3	3	289
<u>Geographic</u>					
Baltimore Metro.	35	54	6	5	463
Washington Suburbs	52	36	7	5	240
Outstate	56	24	12	8	96



Missouri
January 5-25, 1972
800 Interviews

B.(f)

	<u>Nixon</u>	<u>Humphrey</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	37%	40%	12%	11%	749
<u>Age</u>					
18-24 years	39	41	11	9	117
25-34 years	38	39	14	9	125
35-44 years	37	40	12	11	119
45-54 years	31	48	13	8	102
55-64 years	41	33	12	14	94
65 years +	38	39	10	13	187
<u>Education</u>					
Less than high school	30	41	14	15	308
High school graduate	35	42	14	9	249
College	53	35	6	6	188
<u>Religion</u>					
Catholic	41	42	9	8	123
Protestant	38	38	13	11	569
Jewish	18	55	0	27	11
Other	29	56	2	13	45
<u>Race</u>					
White	41	35	13	11	659
Negro	5	76	1	18	80
Oriental	0	0	0	0	0
Mexican American	29	57	14	0	7
<u>Union</u>					
Yes	32	43	15	10	244
No	40	38	11	11	465
<u>Income</u>					
Under \$5,000	33	40	12	15	162
\$5,000-9,999	31	44	15	10	280
\$10,000-14,999	43	39	11	7	180
\$15,000 +	59	32	4	5	112
<u>Geographic</u>					
St. Louis Metro Area	41	41	6	12	270
Kansas City Metro Area	42	41	9	8	128
Outstate	33	38	17	12	351



Missouri
January 5-25, 1972
800 Interviews

B (ii)

	<u>Nixon</u>	<u>Kennedy</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	35%	41%	13%	11%	749
<u>Age</u>					
18-24 years	26	55	7	12	117
25-34 years	34	45	14	7	125
35-44 years	35	42	12	11	119
45-54 years	38	40	14	8	102
55-64 years	40	33	14	13	94
65 years +	38	33	16	13	187
<u>Education</u>					
Less than high school	29	40	16	15	308
High school graduate	33	43	14	10	249
College	48	39	7	6	188
<u>Religion</u>					
Catholic	33	52	7	8	123
Protestant	37	36	15	12	569
Jewish	18	55	0	27	11
Other	25	64	0	11	45
<u>Race</u>					
White	39	36	14	11	659
Negro	5	78	1	16	80
Oriental	0	0	0	0	0
Mexican American	14	72	14	0	7
<u>Union</u>					
Yes	28	49	13	10	244
No	39	37	13	11	465
<u>Income</u>					
Under \$5,000	32	39	14	15	162
\$5,000-9,999	28	46	16	10	280
\$10,000-14,999	41	43	11	5	180
\$15,000 +	56	32	6	6	112
<u>Geographic</u>					
St. Louis Metro Area	39	44	6	11	270
Kansas City Metro Area	34	48	9	9	128
Outstate	32	36	20	12	351



B (i)

	<u>Nixon</u>	<u>Humphrey</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	57%	33%	4%	6%	608
<u>Age</u>					
18-24 years	47	44	5	4	80
25-34 years	55	31	7	7	98
35-44 years	60	29	8	3	107
45-54 years	64	29	0	7	93
55-64 years	59	28	3	10	96
65 years +	54	35	3	8	130
<u>Education</u>					
Less than high school	55	37	3	5	194
High school graduate	55	32	6	7	235
College	61	29	2	8	177
<u>Religion</u>					
Catholic	45	45	4	6	254
Protestant	67	22	5	6	319
Jewish	33	50	0	17	6
Other	52	36	6	6	25
<u>Race</u>					
White	56	33	5	6	603
Negro	0	100	0	0	1
Oriental	0	0	0	0	0
Mexican American	100	0	0	0	1
<u>Union</u>					
Yes	53	38	7	2	146
No	57	31	4	8	462
<u>Income</u>					
Under \$5,000	52	36	5	7	114
\$5,000-9,999	56	34	4	6	196
\$10,000-14,999	51	39	6	4	129
\$15,000 +	72	20	3	5	75
<u>Sex</u>					
Female	57	35	2	6	308
Male	55	31	7	7	300
<u>Geographic</u>					
Major Met. Areas	49	42	3	6	163
All other areas	59	30	5	6	445



New Hampshire
 December 14-29, 1971
 608 Interviews

B (ii)

	<u>Nixon</u>	<u>Kennedy</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	55%	35%	5%	5%	608%
<u>Age</u>					
18-24 years	37	58	4	1	80
25-34 years	52	38	6	4	98
35-44 years	60	30	6	4	107
45-54 years	62	31	2	5	93
55-64 years	64	21	3	12	96
65 years +	60	24	7	9	130
<u>Education</u>					
Less than high school	52	36	6	6	194
High school graduate	56	34	5	5	235
College	58	33	4	5	177
<u>Religion</u>					
Catholic	45	46	4	5	254
Protestant	66	23	6	5	319
Jewish	33	67	0	0	6
Other	45	42	10	3	25
<u>Race</u>					
White	55	35	5	5	603
Negro	0	100	0	0	1
Oriental	0	0	0	0	0
Mexican American	100	0	0	0	1
<u>Union</u>					
Yes	47	41	8	4	146
No	58	32	4	6	462
<u>Income</u>					
Under \$5,000	47	36	7	10	114
\$5,000-9,999	58	34	4	4	196
\$10,000-14,999	49	45	4	2	129
\$15,000 +	69	27	3	1	75
<u>Sex</u>					
Female	57	35	2	6	308
Male	54	33	8	5	300
<u>Geographic</u>					
Major Met. Areas	46	45	3	6	163
All other areas	59	30	6	5	445



New Jersey
 January 3-13, 1972
 807 Interviews

B (i)

	<u>Nixon</u>	<u>Humphrey</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	49%	33%	8%	10%	807
<u>Age</u>					
18-24 years	41	45	10	4	113
25-34 years	46	37	12	5	148
35-44 years	59	26	8	7	154
45-54 years	52	28	9	11	152
55-64 years	40	41	4	15	115
65 years +	53	22	7	18	125
<u>Education</u>					
Less than high school	45	31	10	14	222
High school graduate	50	33	10	7	282
College	53	36	4	7	302
<u>Religion</u>					
Catholic	51	29	9	11	385
Protestant	59	25	9	7	283
Jewish	17	58	3	22	87
Other	26	65	7	2	47
<u>Race</u>					
White	54	28	9	9	766
Negro	14	66	4	16	40
Oriental	0	0	0	0	0
Mexican American	0	0	0	0	0
<u>Union</u>					
Yes	43	36	11	10	299
No	53	31	7	9	508
<u>Income</u>					
Under \$5,000	45	37	6	12	69
\$5,000-9,999	43	37	11	9	205
\$10,000-14,999	51	31	12	6	234
\$15,000 +	62	27	5	6	219
<u>Sex</u>					
Female	51	34	8	7	406
Male	47	32	9	12	401
<u>Geographic</u>					
Major Met. Areas	48	34	8	10	712
All other areas	54	26	10	10	95



New Jersey
 January 3-13, 1972
 807 Interviews

B (11)

	<u>Nixon</u>	<u>Kennedy</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	45%	38%	8%	9%	807
<u>Age</u>					
18-24 years	32	60	7	1	113
25-34 years	41	41	12	6	148
35-44 years	56	31	6	7	154
45-54 years	50	34	7	9	152
55-64 years	40	40	5	15	115
65 years +	46	24	9	21	125
<u>Education</u>					
Less than high school	37	40	9	14	222
High school graduate	48	36	9	7	282
College	53	37	4	6	302
<u>Religion</u>					
Catholic	44	36	9	11	385
Protestant	55	30	8	7	283
Jewish	20	56	4	20	87
Other	26	65	7	2	47
<u>Race</u>					
White	49	33	8	10	766
Negro	11	75	2	12	40
Oriental	0	0	0	0	0
Mexican American	0	0	0	0	0
<u>Union</u>					
Yes	39	43	9	9	299
No	49	34	7	10	508
<u>Income</u>					
Under \$5,000	34	42	7	17	69
\$5,000-9,999	38	43	10	9	205
\$10,000-14,999	45	40	11	4	234
\$15,000 +	60	29	4	7	219
<u>Sex</u>					
Female	43	40	8	9	406
Male	46	35	8	11	401
<u>Geographic</u>					
Major Met. Areas	44	39	8	9	712
All other areas	50	29	9	12	95



New York
 January 4-19, 1972
 1,007 Interviews

B (1)

	<u>Nixon</u>	<u>Humphrey</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	46%	39%	5%	10%	1007
<u>Age</u>					
18-24 years	42	39	8	11	129
25-34 years	52	36	5	7	209
35-44 years	40	50	4	6	177
45-54 years	47	39	5	9	171
55-64 years	48	37	3	12	136
65 years +	51	33	5	11	162
<u>Education</u>					
Less than high school	39	44	5	12	292
High school graduate	53	33	6	8	349
College	46	40	5	9	357
<u>Religion</u>					
Catholic	54	32	6	8	467
Protestant	51	33	5	11	326
Jewish	19	70	3	8	157
Other	35	42	8	15	48
<u>Race</u>					
White	49	36	5	10	909
Negro	16	71	5	8	79
Oriental	14	14	29	43	7
Mexican American	56	44	0	0	9
<u>Union</u>					
Yes	37	38	9	16	202
No	48	39	4	9	805
<u>Income</u>					
Under \$5,000	35	45	8	12	169
\$5,000-9,999	43	43	6	8	261
\$10,000-14,999	52	35	5	8	249
\$15,000 +	49	40	2	9	216
<u>Geographic</u>					
Major Met. Areas	44	41	5	10	886
All other areas	65	23	5	7	121



New York
 January 4-19, 1972
 1,007 Interviews

B (ii)

	<u>Nixon</u>	<u>Kennedy</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	44%	43%	5%	8%	1007
<u>Age</u>					
18-24 years	34	54	6	6	129
25-34 years	42	49	4	5	209
35-44 years	39	51	4	6	177
45-54 years	49	36	5	10	171
55-64 years	51	35	5	9	136
65 years +	53	31	6	10	162
<u>Education</u>					
Less than high school	38	46	7	9	292
High school graduate	47	42	4	7	349
College	46	41	5	8	357
<u>Religion</u>					
Catholic	47	41	6	6	467
Protestant	52	34	5	9	326
Jewish	22	66	4	8	157
Other	36	48	8	8	48
<u>Race</u>					
White	47	40	5	8	909
Negro	9	76	8	7	79
Oriental	14	14	43	29	7
Mexican American	22	78	0	0	9
<u>Union</u>					
Yes	38	43	10	9	202
No	45	43	4	8	805
<u>Income</u>					
Under \$5,000	31	49	11	9	169
\$5,000-9,999	43	48	5	4	261
\$10,000-14,999	48	42	4	6	249
\$15,000 +	49	40	2	9	216
<u>Geographic</u>					
Major Met. Areas	42	44	6	8	886
All other areas	60	32	3	5	121



North Carolina
January 3-15, 1972
803 Interviews

B (1)

	<u>Nixon</u>	<u>Humphrey</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	42%	25%	21%	12%	803
<u>Age</u>					
18-24 years	44	21	25	10	107
25-34 years	45	24	20	11	172
35-44 years	40	27	23	10	156
45-54 years	44	22	20	14	129
55-64 years	39	28	17	16	110
65 years +	36	30	23	11	127
<u>Education</u>					
Less than high school	30	27	26	17	259
High school graduate	47	21	25	7	287
College	62	25	7	6	255
<u>Religion</u>					
Catholic	32	55	13	0	19
Protestant	43	24	21	12	751
Jewish	30	48	0	22	6
Other	19	23	50	8	27
<u>Race</u>					
White	49	15	26	10	732
Negro	14	59	6	21	69
Oriental	0	0	0	0	0
Mexican American	0	0	0	0	0
<u>Union</u>					
Yes	43	22	26	9	106
No	42	25	21	12	697
<u>Income</u>					
Under \$5,000	37	28	21	14	176
\$5,000-9,999	41	21	26	12	284
\$10,000-14,999	50	26	21	3	162
\$15,000 +	64	24	8	4	91
<u>Sex</u>					
Female	41	25	18	16	402
Male	43	24	25	8	401
<u>Geographic</u>					
Major Met. Areas	44	31	17	8	332
All other areas	40	21	24	15	471



North Carolina
January 3-15, 1972
803 Interviews

B (ii)

	<u>Nixon</u>	<u>Kennedy</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	39%	30%	18%	13%	803
<u>Age</u>					
18-24 years	34	40	16	10	107
25-34 years	41	31	18	10	172
35-44 years	38	32	20	10	156
45-54 years	44	23	20	13	129
55-64 years	36	28	15	21	110
65 years +	38	25	19	18	127
<u>Education</u>					
Less than high school	28	32	21	19	259
High school grad.	42	28	22	8	287
College	59	28	7	6	255
<u>Religion</u>					
Catholic	22	65	13	0	19
Protestant	40	29	18	13	751
Jewish	13	65	0	22	6
Other	17	44	23	16	27
<u>Race</u>					
White	46	21	23	10	732
Negro	13	62	0	25	69
Oriental	0	0	0	0	0
Mexican American	0	0	0	0	0
<u>Union</u>					
Yes	42	29	18	11	106
No	38	30	18	14	697
<u>Income</u>					
Under \$5,000	32	35	16	17	176
\$5,000-9,999	38	26	24	12	284
\$10,000-14,999	48	29	17	6	162
\$15,000 +	62	24	8	6	91
<u>Sex</u>					
Female	39	28	16	17	402
Male	37	33	20	10	401
<u>Geographic</u>					
Major Met. Areas	39	34	17	10	332
All other areas	38	28	19	15	471



B (i)

	<u>Nixon</u>	<u>Humphrey</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	47%	38%	8%	7%	797
<u>Age</u>					
18-24 years	45	46	6	3	114
25-34 years	49	37	9	5	164
35-44 years	41	41	13	5	130
45-54 years	47	34	10	9	145
55-64 years	46	42	6	6	116
65 years +	58	29	1	12	125
<u>Education</u>					
Less than high school	38	45	8	9	236
High school graduate	47	36	11	6	353
College	59	34	2	5	206
<u>Religion</u>					
Catholic	37	46	10	7	207
Protestant	54	33	7	6	522
Jewish	43	57	0	0	14
Other	31	52	9	8	52
<u>Race</u>					
White	51	34	8	7	731
Negro	8	83	0	9	65
Oreintal	0	100	0	0	1
Mexican American	0	0	0	0	0
<u>Union</u>					
Yes	38	45	11	6	339
No	55	33	5	7	402
<u>Income</u>					
Under \$5,000	41	48	3	8	143
\$5,000-9,999	44	40	9	7	237
\$10,000-14,999	50	35	11	4	201
\$15,000 +	57	32	5	6	131
<u>Geographic</u>					
North & East	42	40	8	10	397
Northwest	49	34	15	2	96
Southwest	55	35	5	5	192
Central & Southeast	54	37	6	3	112



B (ii)

	<u>Nixon</u>	<u>Kennedy</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	46%	39%	7%	8%	797
<u>Age</u>					
18-24 years	34	58	5	3	114
25-34 years	45	42	7	6	164
35-44 years	42	42	11	5	130
45-54 years	47	34	8	11	145
55-64 years	49	37	9	5	116
65 years +	60	24	2	14	125
<u>Education</u>					
Less than high school	36	44	10	10	236
High school graduate	45	40	9	6	353
College	59	32	2	7	206
<u>Religion</u>					
Catholic	33	49	9	9	207
Protestant	53	34	7	6	522
Jewish	43	50	0	7	14
Other	29	52	11	8	52
<u>Race</u>					
White	49	35	8	8	731
Negro	9	82	0	9	65
Oriental	0	100	0	0	1
Mexican American	0	0	0	0	0
<u>Union</u>					
Yes	36	48	9	7	339
No	53	34	5	8	402
<u>Income</u>					
Under \$5,000	37	48	4	11	143
\$5,000-9,999	40	46	9	5	237
\$10,000-14,999	54	31	10	5	201
\$15,000 +	56	34	4	6	131
<u>Geographic</u>					
North & East	40	44	8	8	397
Northwest	44	41	13	2	96
Southwest	56	33	4	7	192
Central & Southeast	51	31	5	13	112



Oregon
 January 8-17, 1972
 599 Interviews

B (1)

	<u>Nixon</u>	<u>Humphrey</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	43%	36%	9%	12%	599
<u>Age</u>					
18-24 years	44	42	2	12	59
25-34 years	50	36	7	7	113
35-44 years	45	31	14	10	93
45-54 years	39	38	10	13	99
55-64 years	40	36	13	11	101
65 years +	39	36	5	20	129
<u>Education</u>					
Less than high school	28	41	15	16	162
High school graduate	44	40	7	9	227
College	54	28	5	13	207
<u>Religion</u>					
Catholic	34	48	8	10	82
Protestant	43	35	10	12	457
Jewish	0	0	0	100	1
Other	54	29	4	13	52
<u>Race</u>					
White	43	36	9	12	590
Negro	50	50	0	0	2
Oriental	50	50	0	0	4
<u>Union</u>					
Yes	28	44	17	11	134
No	47	34	6	13	465
<u>Income</u>					
Under \$5,000	36	35	9	20	146
\$5,000-9,999	42	41	10	7	202
\$10,000-14,999	44	39	4	13	141
\$15,000 +	58	24	11	7	90
<u>Geographic</u>					
C.D. 1	46	35	9	10	147
C.D. 2	40	30	12	18	134
C.D. 3	40	37	9	14	179
C.D. 4	45	42	5	8	139



Oregon
 January 8-17, 1972
 599 Interviews

B (ii)

	<u>Nixon</u>	<u>Kennedy</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	42%	38%	8%	12%	599
<u>Age</u>					
18-24 years	39	52	2	7	59
25-34 years	46	43	5	6	113
35-44 years	47	34	11	8	93
45-54 years	38	37	11	14	99
55-64 years	40	35	14	11	101
65 years +	40	34	6	20	129
<u>Education</u>					
Less than high school	29	44	14	13	162
High school graduate	42	39	7	12	227
College	52	33	6	9	207
<u>Religion</u>					
Catholic	29	55	5	11	82
Protestant	42	36	10	12	457
Jewish	0	100	0	0	1
Other	61	35	0	4	52
<u>Race</u>					
White	42	38	8	12	590
Negro	50	50	0	0	2
Oriental	50	50	0	0	4
<u>Union</u>					
Yes	29	48	15	8	134
No	45	36	6	13	465
<u>Income</u>					
Under \$5,000	40	39	7	14	146
\$5,000-9,999	37	40	11	12	202
\$10,000-14,999	45	40	4	11	141
\$15,000 +	53	31	9	7	90
<u>Geographic</u>					
C.D. 1	44	38	8	10	147
C.D. 2	41	31	13	15	134
C.D. 3	39	44	5	12	179
C.D. 4	43	39	8	10	139



B (i)

	<u>Nixon</u>	<u>Humphrey</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	44%	41%	8%	7%	799
<u>Age</u>					
18-24 years	39	42	11	8	118
25-34 years	41	47	8	4	167
35-44 years	40	46	8	6	135
45-54 years	43	43	7	7	149
55-64 years	50	34	7	9	109
65 years +	54	30	4	12	120
<u>Education</u>					
Less than high school	35	44	14	7	231
High school graduate	44	43	5	8	367
College	56	32	5	7	195
<u>Religion</u>					
Catholic	35	48	9	8	261
Protestant	52	34	8	6	445
Jewish	32	56	0	12	25
Other	32	50	6	12	66
<u>Race</u>					
White	50	34	9	7	695
Negro	7	86	0	7	101
Oriental	0	100	0	0	1
Mexican American	0	0	0	0	0
<u>Union</u>					
Yes	36	49	9	6	332
No	49	36	7	8	408
<u>Income</u>					
Under \$5,000	35	51	5	9	129
\$5,000-9,999	40	44	9	7	280
\$10,000-14,999	47	42	7	4	183
\$15,000 +	52	31	6	11	103
<u>Geographic</u>					
Pittsburgh & suburbs	37	41	9	13	32
Philadelphia - city	37	40	7	16	128
Philadelphia - suburbs	21	68	6	5	144
Outstate	53	30	9	8	128



B (ii)

	<u>Nixon</u>	<u>Kennedy</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	44%	41%	7%	8%	799
<u>Age</u>					
18-24 years	30	56	8	6	118
25-34 years	40	47	8	5	167
35-44 years	46	43	6	5	135
45-54 years	46	38	7	9	149
55-64 years	50	31	6	13	109
65 years +	52	28	7	13	120
<u>Education</u>					
Less than high school	37	43	13	7	231
High school graduate	42	43	6	9	367
College	56	35	2	7	195
<u>Religion</u>					
Catholic	37	45	7	11	261
Protestant	51	36	8	5	445
Jewish	36	52	0	12	25
Other	24	58	4	14	66
<u>Race</u>					
White	50	33	8	9	695
Negro	4	91	0	5	101
Oriental	0	100	0	0	1
Mexican American	0	0	0	0	0
<u>Union</u>					
Yes	37	46	9	8	332
No	48	38	6	8	408
<u>Income</u>					
Under \$5,000	32	54	5	9	129
\$5,000-9,999	37	46	8	9	280
\$10,000-14,999	53	37	5	5	183
\$15,000 +	54	33	5	8	103
<u>Geographic</u>					
Pittsburgh & suburbs	31	44	12	13	32
Philadelphia - city	38	38	7	17	128
Philadelphia - suburbs	21	67	5	7	144
Outstate	56	33	5	6	128



Tennessee
 January 10-20, 1972
 801 Interviews

B (i)

	<u>Nixon</u>	<u>Humphrey</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	39%	28%	24%	9%	801
<u>Age</u>					
18-24 years	34	32	29	5	103
25-34 years	47	18	28	7	138
35-44 years	41	29	23	7	130
45-54 years	35	28	23	14	123
55-64 years	38	31	19	12	118
65 years +	40	30	23	7	184
<u>Education</u>					
Less than high school	32	32	25	11	360
High school graduate	39	24	29	8	266
College	57	24	15	4	168
<u>Religion</u>					
Catholic	48	38	7	7	29
Protestant	40	27	25	8	731
Jewish	100	0	0	0	1
Other	26	34	26	14	35
<u>Race</u>					
White	43	23	26	8	701
Negro	15	67	5	13	95
<u>Union</u>					
Yes	44	29	22	5	126
No	41	27	23	9	559
<u>Income</u>					
Under \$5,000	37	33	22	8	265
\$5,000-9,999	34	28	31	7	257
\$10,000-14,999	52	21	19	8	119
\$15,000 +	53	20	20	7	64
<u>Geographic</u>					
Blount/Hawkins/Knx	46	24	22	8	180
Bradley/Hamilton	46	33	15	6	91
Cheatham/Grundy	35	35	20	10	170
Davidson	22	42	21	15	87
Carroll/Henderson	44	14	39	3	142
Shelby	38	27	23	12	131



Tennessee
 January 10-20, 1972
 801 Interviews

B (ii)

	<u>Nixon</u>	<u>Kennedy</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	39%	30%	23%	8%	801
<u>Age</u>					
18-24 years	30	44	21	5	103
25-34 years	47	21	27	5	138
35-44 years	41	34	19	6	130
45-54 years	39	26	24	11	123
55-64 years	40	29	18	13	118
65 years +	39	30	24	7	184
<u>Education</u>					
Less than high school	32	35	24	9	360
High school graduate	41	25	27	7	266
College	55	28	14	3	168
<u>Religion</u>					
Catholic	55	31	7	7	29
Protestant	39	30	24	7	731
Jewish	100	0	0	0	1
Other	29	43	17	11	35
<u>Race</u>					
White	43	24	26	7	701
Negro	14	73	4	9	95
<u>Union</u>					
Yes	44	33	18	5	126
No	42	29	22	7	559
<u>Income</u>					
Under \$5,000	38	35	20	7	265
\$5,000-9,999	34	30	28	8	257
\$10,000-14,999	54	20	18	8	119
\$15,000 +	55	20	22	3	64
<u>Geographic</u>					
Blount/Hawkins/Knx	47	31	16	6	180
Bradley/Hamilton	43	35	14	8	91
Cheatham/Grundy	38	36	19	7	170
Davidson	22	42	24	12	87
Carroll/Henderson	45	11	40	4	142
Shelby	34	30	24	12	131



B (i)

	<u>Nixon</u>	<u>Humphrey</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	42%	36%	12%	10%	1,003
<u>Age</u>					
18-24 years	51	29	11	9	162
25-34 years	41	39	13	7	219
35-44 years	41	37	12	10	177
45-54 years	35	39	15	11	157
55-64 years	42	35	10	13	124
65 years +	41	32	13	14	127
<u>Education</u>					
Less than high school	29	45	14	12	256
High school graduate	37	38	15	10	322
College	54	29	8	9	412
<u>Religion</u>					
Catholic	36	50	5	9	155
Protestant	44	33	13	10	753
Jewish	33	50	0	17	6
Other	35	37	13	15	82
<u>Race</u>					
White	48	28	14	10	802
Negro	10	74	1	15	107
Oriental	100	0	0	0	2
Mexican American	24	62	7	7	81
<u>Union</u>					
Yes	37	45	7	11	123
No	47	31	12	10	758
<u>Income</u>					
Under \$5,000	34	42	12	12	194
\$5,000-9,999	37	38	15	10	267
\$10,000-14,999	43	36	10	11	209
\$15,000 +	57	22	12	9	203
<u>Geographic</u>					
South Texas	51	32	11	6	79
Panhandle	37	34	17	12	86
West Texas	56	34	3	7	98
Houston	40	41	6	13	200
Dallas/Fort Worth	45	32	11	12	192
Mid Texas	39	38	17	6	207
East Texas	31	35	18	16	141



Texas
 January 8-20, 1972
 1,003 Interviews

B (11)

	<u>Nixon</u>	<u>Kennedy</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	42%	36%	12%	10%	1,003
<u>Age</u>					
18-24 years	38	48	7	7	162
25-34 years	37	46	11	6	219
35-44 years	45	34	10	11	177
45-54 years	34	36	17	13	157
55-64 years	44	35	10	11	124
65 years +	42	30	13	15	127
<u>Education</u>					
Less than high school	28	50	11	11	256
High school graduate	31	44	13	12	322
College	53	29	9	9	412
<u>Religion</u>					
Catholic	28	62	2	8	155
Protestant	42	34	13	11	753
Jewish	33	50	0	17	6
Other	35	44	12	9	82
<u>Race</u>					
White	46	31	13	10	802
Negro	8	75	1	16	107
Oriental	100	0	0	0	2
Mexican American	16	73	1	10	81
<u>Union</u>					
Yes	34	45	10	11	123
No	44	37	10	9	758
<u>Income</u>					
Under \$5,000	32	48	8	12	194
\$5,000-9,999	32	43	14	11	267
\$10,000-14,999	41	36	13	10	209
\$15,000 +	57	25	11	7	203
<u>Geographic</u>					
South Texas	46	44	5	5	79
Panhandle	41	39	9	11	86
West Texas	44	44	3	9	98
Houston	34	45	7	14	200
Dallas/Fort Worth	46	30	14	10	192
Mid Texas	38	34	18	10	207
East Texas	31	43	14	12	141



Virginia
January 5-25, 1972
798 Interviews

B (1)

	<u>Nixon</u>	<u>Humphrey</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	47%	30%	17%	6%	798
<u>Age</u>					
18-24 years	45	34	17	4	124
25-34 years	44	30	22	4	137
35-44 years	51	30	17	2	145
45-54 years	48	27	19	6	135
55-64 years	46	32	18	4	109
65 years +	49	26	11	14	140
<u>Education</u>					
Less than high school	37	38	18	7	260
High school graduate	48	25	23	4	278
College	58	26	10	6	254
<u>Religion</u>					
Catholic	49	37	7	7	72
Protestant	48	28	18	6	677
Jewish	25	50	17	8	12
Other	33	37	21	9	33
<u>Race</u>					
White	53	21	20	6	696
Negro	6	88	2	4	98
Oriental	0	100	0	0	1
Mexican American	0	0	0	0	0
<u>Union</u>					
Yes	39	33	21	7	188
No	51	28	16	5	571
<u>Income</u>					
Under \$5,000	33	49	10	8	141
\$5,000-9,999	39	35	21	5	289
\$10,000-14,999	56	22	17	5	157
\$15,000 +	62	23	10	5	167
<u>Geographic</u>					
North	54	29	10	7	216
Tidewater	36	37	21	6	160
Richmond	51	30	16	3	88
All Other Areas	47	27	20	6	334



Virginia
January 5-25, 1972
798 Interviews

B (ii)

	<u>Nixon</u>	<u>Kennedy</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	47%	29%	17%	7%	798
<u>Age</u>					
18-24 years	39	43	15	3	124
25-34 years	46	28	20	6	137
35-44 years	52	30	16	2	145
45-54 years	49	25	22	4	135
55-64 years	50	19	22	9	109
65 years +	49	26	10	15	140
<u>Education</u>					
Less than high school	37	36	20	7	260
High school graduate	45	29	21	5	278
College	60	22	10	8	254
<u>Religion</u>					
Catholic	51	35	8	6	72
Protestant	48	27	18	7	677
Jewish	25	50	17	8	12
Other	30	46	21	3	33
<u>Race</u>					
White	53	21	19	7	696
Negro	9	86	2	3	98
Oriental	0	100	0	0	1
Mexican American	0	0	0	0	0
<u>Union</u>					
Yes	40	31	21	8	188
No	50	28	16	6	571
<u>Income</u>					
Under \$5,000	34	50	10	6	141
\$5,000-9,999	41	30	23	6	289
\$10,000-14,999	56	23	15	6	157
\$15,000 +	64	20	11	5	167
<u>Geographic</u>					
North	54	26	11	9	216
Tidewater	36	39	19	6	160
Richmond	50	28	17	5	88
All Other Areas	48	25	21	6	334



Wisconsin
December 16-22, 1971
800 Interviews

B (i)

	<u>Nixon</u>	<u>Humphrey</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	44%	42%	8%	6%	800
<u>Age</u>					
18-24 years	44	46	7	3	121
25-34 years	44	40	11	5	181
35-44 years	39	48	9	4	140
45-54 years	47	39	5	9	132
55-64 years	44	40	7	9	95
65 years +	45	40	5	10	131
<u>Education</u>					
Less than high school	33	46	10	11	214
High school graduate	43	43	9	5	359
College	55	36	4	5	224
<u>Religion</u>					
Catholic	36	50	9	5	317
Protestant	52	35	7	6	422
Jewish	29	57	0	14	7
Other	25	52	10	13	52
<u>Race</u>					
White	46	40	8	6	760
Negro	3	85	0	12	33
Oriental	0	50	0	50	2
Mexican American	50	50	0	0	4
<u>Union</u>					
Yes	33	53	9	5	352
No	52	34	7	7	418
<u>Income</u>					
Under \$5,000	35	50	7	8	123
\$5,000-9,999	41	45	8	6	238
\$10,000-14,999	47	39	10	4	239
\$15,000 +	51	38	5	6	134
<u>Sex</u>					
Female	40	46	6	8	401
Male	48	38	9	5	399
<u>National Origin</u>					
German	45	39	9	7	213
Scandinavian	64	23	3	10	61
Other	41	45	8	6	526



B (ii)

	<u>Nixon</u>	<u>Kennedy</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	39%	50%	5%	6%	800
<u>Age</u>					
18-24 years	22	71	5	2	121
25-34 years	33	52	8	7	181
35-44 years	36	54	7	3	140
45-54 years	49	39	5	7	132
55-64 years	43	46	4	7	95
65 years +	53	37	1	9	131
<u>Education</u>					
Less than high school	30	56	5	9	214
High school graduate	36	52	7	5	359
College	52	41	3	4	224
<u>Religion</u>					
Catholic	29	62	5	4	317
Protestant	49	40	5	6	422
Jewish	14	72	0	14	7
Other	25	54	6	15	52
<u>Race</u>					
White	41	48	5	6	760
Negro	0	91	0	9	33
Oriental	0	50	0	50	2
Mexican American	0	100	0	0	4
<u>Union</u>					
Yes	27	62	6	5	352
No	48	41	4	7	418
<u>Income</u>					
Under \$5,000	37	54	4	5	123
\$5,000-9,999	34	55	5	6	238
\$10,000-14,999	40	50	6	4	239
\$15,000 +	47	43	5	5	134
<u>Sex</u>					
Female	35	55	4	6	401
Male	42	45	7	6	399
<u>National Origin</u>					
German	42	47	5	6	213
Scandinavian	57	31	2	10	61
Other	36	54	5	5	526

