

**The original documents are located in Box 65, folder “August 1, 1972 - Gordon C. Strachan - Polling Data” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.**

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Committee for the Re-election of the President

MEMORANDUM

August 1, 1972

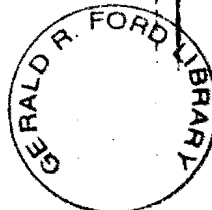
MEMORANDUM FOR:

MR. GORDON C. STRACHAN

FROM:

ROBERT M. TEETER.

Attached is a copy of the survey data I propose to give to Erlichman and Cole. In addition to this, we will continue to work with them on specific issue problems as we have in the past.



State: California  
 Dates: June 12-17, 1972  
 No. of Interviews: 1,000

F-5  
 ISSUES .

Domestic Program not passed because--

	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Program Not Good	18	4	11	28
Politics	73	91	79	62

Favor or oppose local property tax for schools--

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Favor	51	37	39	33	38
Oppose	40	54	53	61	53

Replacement for local property tax--

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Federal Income Tax	17	11	13	9	12
State Income Tax	15	10	6	10	12
State Sales Tax	17	24	33	22	20
State Property Tax	4	3	3	4	3
National Sales Tax	32	43	37	47	46

Has inflation slowed?

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Yes	46	36	55	40	23
No	45	53	34	51	65

Has inflation of food prices slowed?

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Yes	26	25	36	26	17
No	71	72	59	70	81

Support or oppose freeze on food prices?

	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Yes	65	61	64	67
No	23	30	22	23



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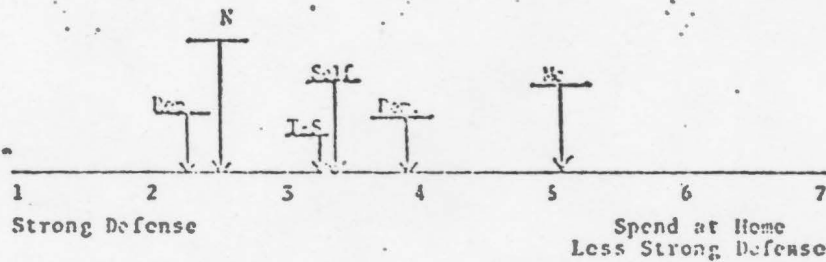
Responsible for inflation--

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Business	26	27	13	25	38
Unions	37	41	65	45	27
President	8	7	1	4	11
Congress	9	6	4	8	6
Consumer	17	9	9	10	7

Assassination

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Should limit appearances	60	51	49	52	53
Should not limit appearances	31	40	40	40	39

National Defense



Self: 3.45	Total Rating Nixon: 2.56	Total Rating McGovern: 5.10
Rep: 2.33	Rep. Rating Nixon: 2.13	Rep. Rating McGovern: 5.54
T-S: 3.34	T-S Rating Nixon: 2.79	T-S Rating McGovern: 5.19
Dem: 3.95	Dem. Rating Nixon: 2.65	Dem. Rating McGovern: 4.84

Money spent on national defense--

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Spend less	37	43	23	37	53
Spend same	39	39	53	43	33
Spend more	18	15	19	17	12

Favor or oppose a one-third cut in military forces--

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Favor	73	69	57	72	66
Oppose	17	22	25	20	22

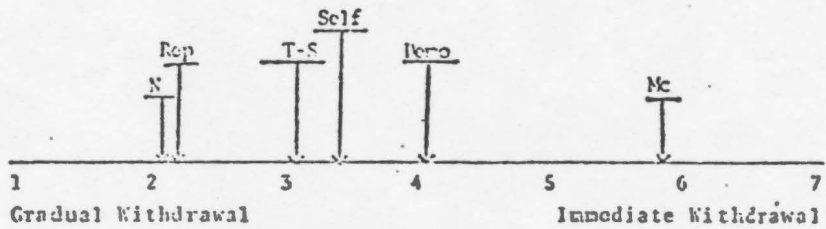


F-7

Spend less because--

	Nat'l	State	Rep.	T-S	Dem.
Need less military strength	18	21	10	19	24
Defense waste	71	72	80	74	69

Vietnam Withdrawal

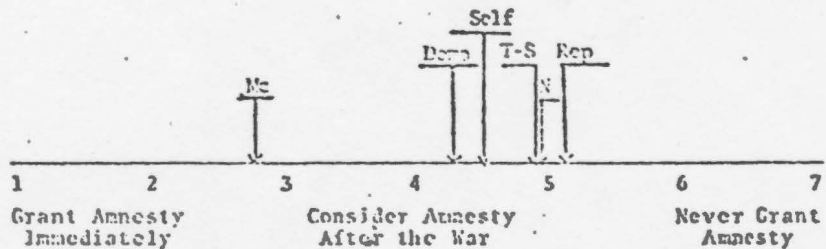


Self: 3.38	Total Rating Nixon: 2.11	Total Rating McGovern: 5.82
Rep: 2.17	Rep. Rating Nixon: 1.81	Rep. Rating McGovern: 6.24
T-S: 3.06	T-S Rating Nixon: 2.16	T-S Rating McGovern: 5.93
Dem: 4.07	Dem. Rating Nixon: 2.17	Dem. Rating McGovern: 5.59

Nixon on Vietnam--

	Nat'l	State	Rep.	T-S	Dem.
Frank and straightforward	45	40	70	46	21
Not told the truth	46	51	22	43	69

Annesty



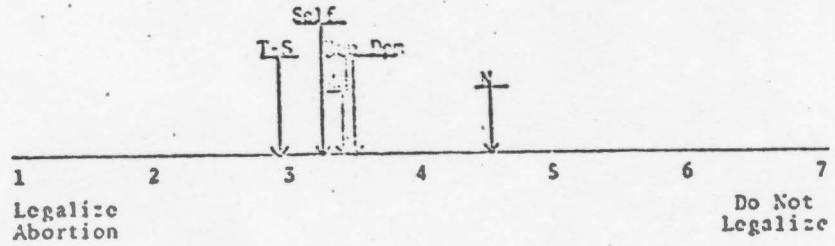
Self: 4.47	Total Rating Nixon: 4.81	Total Rating McGovern: 2.78
Rep: 5.10	Rep. Rating Nixon: 4.66	Rep. Rating McGovern: 2.19
T-S: 4.80	T-S Rating Nixon: 4.70	T-S Rating McGovern: 2.70
Dem: 4.22	Dem. Rating Nixon: 4.22	Dem. Rating McGovern: 3.16



State: California  
 Dates: June 12-17, 1972  
 No. of Interviews: 1,000

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Abortion--



Self: 3.25  
 Rep: 3.45  
 T-S: 2.97  
 Dem: 3.47

Total Rating Nixon: 4.53  
 Rep. Rating Nixon: 4.62  
 T-S Rating Nixon: 4.53  
 Dem. Rating Nixon: 4.65

Total Rating McGovern: 3.42  
 Rep. Rating McGovern: 3.46  
 T-S Rating McGovern: 3.29  
 Dem. Rating McGovern: 3.48



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ISSUES

Domestic Program Not passed because --

	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Program Not Good	16	3	11	30
Politics	74	92	80	59

Favor or oppose local property tax for schools --

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Favor	51	49	57	48	45
Oppose	40	42	38	43	44

Replacement for local property tax --

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Federal Income Tax	17	16	17	14	16
State Income Tax	15	20	26	19	17
State Sales Tax	17	10	18	8	10
State Property Tax	4	2	2	4	1
National Sales Tax	32	38	29	42	39

Has inflation slowed?

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Yes	46	40	62	42	28
No	45	54	33	50	69

Has inflation of food prices slowed?

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Yes	26	23	34	26	13
No	71	72	60	70	83

Support or oppose freeze on food prices?

	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Yes	66	56	66	69
No	26	33	23	24



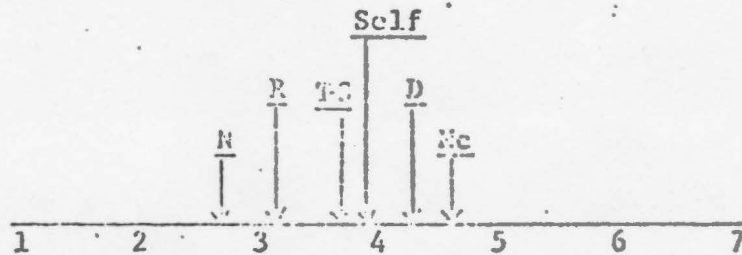
Responsible for inflation---

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Business	26	27	13	28	33
Unions	37	39	56	47	23
President	8	7	2	2	13
Congress	9	6	6	6	7
Consumer	17	12	14	10	10

Assassination

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Should limit appearances	60	55	66	55	55
Should not limit appearances	31	37	29	38	37

National Defense



Strong Defense

Spend at Home  
Less Strong Def.

Self: 3.9	Total Rating Nixon: 2.7	Total Rating McGovern: 4.5
Rep.: 3.1	Rep. Rating Nixon: 2.6	Rep. Rating McGovern: 4.6
T-S: 3.8	T-S Rating Nixon: 2.9	T-S Rating McGovern: 4.7
Dem.: 4.2	Dem. Rating Nixon: 2.6	Dem. Rating McGovern: 4.3

Money spent on national defense --

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Spend less	37	46	33	46	48
Spend same	39	36	48	35	34
Spend more	18	12	14	11	12

Favor or oppose a 1/3 cut in military forces --

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Favor	73	75	66	81	75
Oppose	17	16	21	11	17



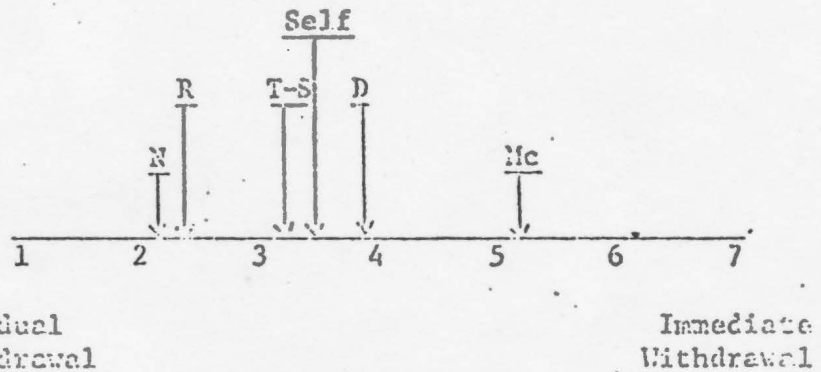


F-7

Spend less because --

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Need less military strength	18	21	22	18	15
Defense waste	71	70	74	75	74

Vietnam Withdrawal

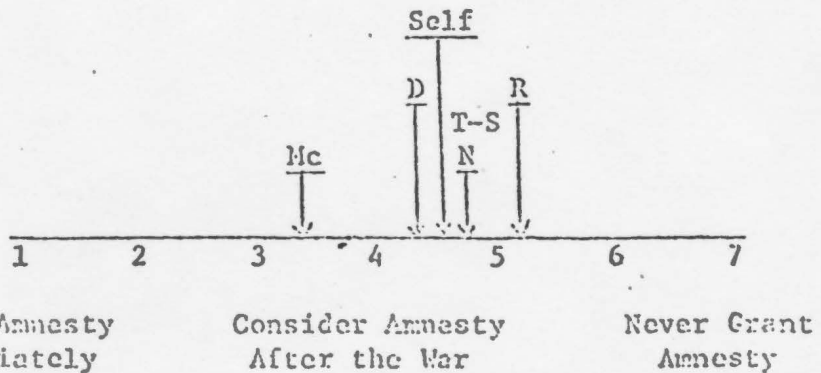


Self: 3.4	Total Rating Nixon: 2.3	Total Rating McGovern: 5.2
Rep.: 2.4	Rep. Rating Nixon: 2.1	Rep. Rating McGovern: 5.8
T-S: 3.2	T-S Rating Nixon: 2.2	T-S Rating McGovern: 5.5
Dem.: 3.9	Dem. Rating Nixon: 2.4	Dem. Rating McGovern: 4.7

Nixon on Vietnam --

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Frank and straight forward	45	44	72	52	24
Not told the truth	46	49	21	40	71

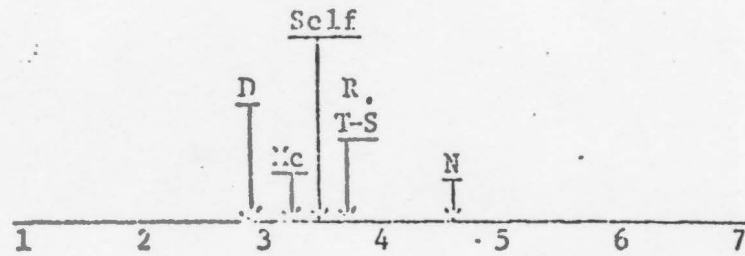
Amnesty



Self: 4.6	Total Rating Nixon: 4.7	Total Rating McGovern: 3.3
Rep.: 5.1	Rep. Rating Nixon: 4.7	Rep. Rating McGovern: 3.1
T-S: 4.7	T-S Rating Nixon: 4.6	T-S Rating McGovern: 2.9
Dem.: 4.5	Dem. Rating Nixon: 4.7	Dem. Rating McGovern: 3.0

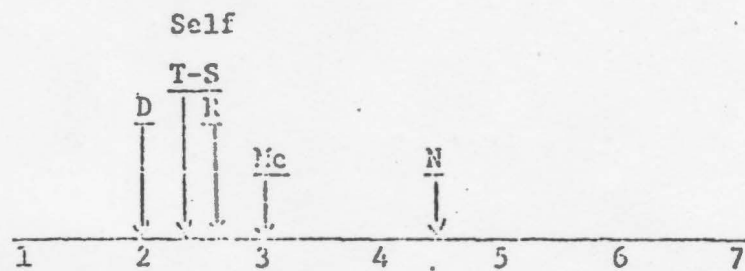


Gov't and Economic System Change



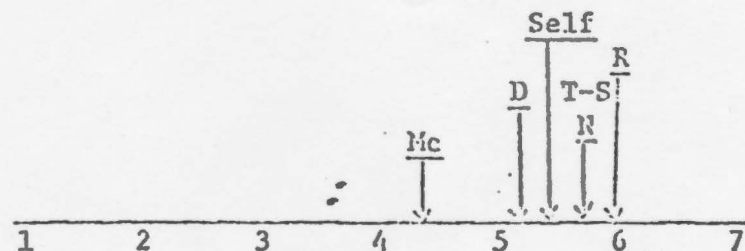
Need Drastic Change		Do not need Drastic Change	
Self: 3.4	Total Rating Nixon: 4.6	Total Rating McGovern: 3.2	
Rep.: 3.7	Rep. Rating Nixon: 4.2	Rep. Rating McGovern: 2.9	
T-S: 3.7	T-S Rating Nixon: 4.6	T-S Rating McGovern: 3.1	
Dem.: 2.9	Dem. Rating Nixon: 4.9	Dem. Rating McGovern: 3.4	

Tax Reform



Need Tax Reform		Do not need Tax Reform	
Self: 2.4	Total Rating Nixon: 4.4	Total Rating McGovern: 3.0	
Rep.: 2.6	Rep. Rating Nixon: 3.6	Rep. Rating McGovern: 2.9	
T-S: 2.4	T-S Rating Nixon: 4.2	T-S Rating McGovern: 2.9	
Dem.: 2.0	Dem. Rating Nixon: 4.9	Dem. Rating McGovern: 3.2	

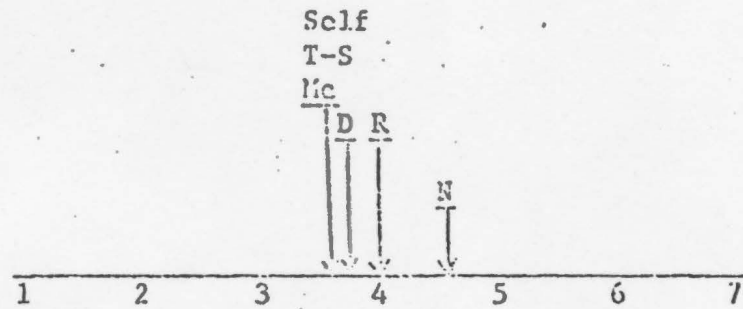
Marijuana



Legalize Use and Control Sale		Do not Legalize	
Self: 5.3	Total Rating Nixon: 5.4	Total Rating McGovern: 4.3	
Rep.: 5.0	Rep. Rating Nixon: 5.0	Rep. Rating McGovern: 4.4	
T-S: 5.0	T-S Rating Nixon: 5.0	T-S Rating McGovern: 4.0	
Dem.: 5.1	Dem. Rating Nixon: 5.3	Dem. Rating McGovern: 4.6	

F-9

Abortion



Legalize  
Abortion

Do not  
Legalize

Self: 3.7	Total Rating Nixon: 4.6	Total Rating McGovern: 3.7
Rep.: 4.0	Rep. Rating Nixon: 4.9	Rep. Rating McGovern: 3.9
T-S: 3.7	T-S Rating Nixon: 4.6	T-S Rating McGovern: 3.6
Dem.: 3.8	Dem. Rating Nixon: 4.5	Dem. Rating McGovern: 3.8



F-5

ISSUES

Domestic Program not passed because --

	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Program Not Good	13	3	9	24
Politics	69	80	78	56

Favor or oppose local property tax for schools --

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Favor	51	37	42	43	31
Oppose	40	45	42	42	52

Replacement for local property tax --

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Federal Income Tax	17	17	15	15	19
State Income Tax	15	33	42	32	33
State Sales Tax	17	9	17	8	5
State Property Tax	4	5	5	2	5
National Sales Tax	32	24	10	27	28

Has inflation slowed?

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Yes	46	39	53	37	31
No	45	54	36	60	61

Has inflation of food prices slowed?

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Yes	26	26	33	26	21
No	71	69	61	72	75

Support or oppose freeze on food prices?

	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Yes	76	72	77	81
No	15	21	13	10



F-6

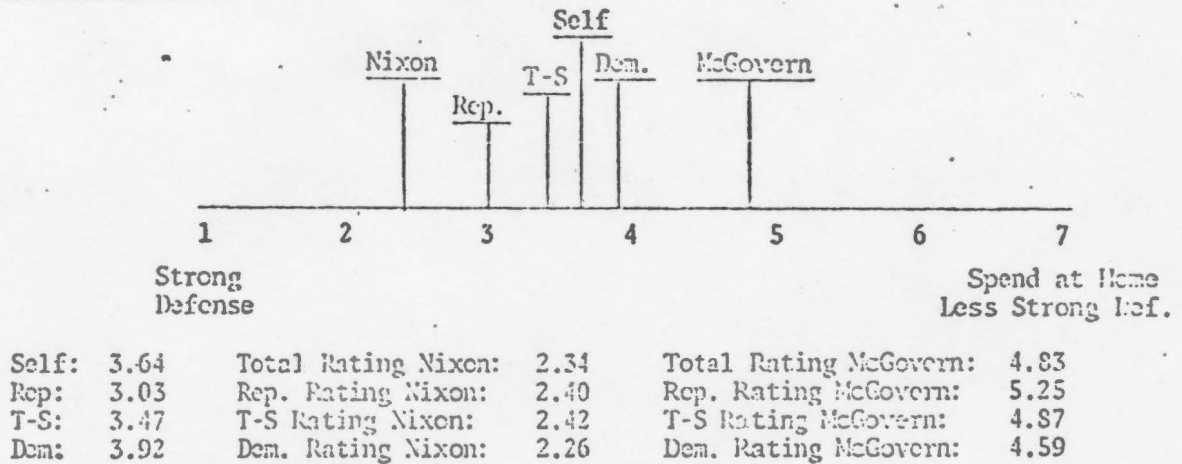
Responsible for inflation --

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Business	26	30	21	33	29
Unions	37	35	44	42	29
President	8	7	2	7	11
Congress	9	5	7	2	5
Consumer	17	8	10	5	8

Assassination

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Should limit appearances	60	60	61	60	59
Should not limit appearances	31	34	34	36	34

National Defense



Money spent on national defense --

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Spend less	37	43	33	42	47
Spend same	39	39	41	43	39
Spend more	18	11	17	9	9

Favor or oppose a 1/3 cut in military forces --

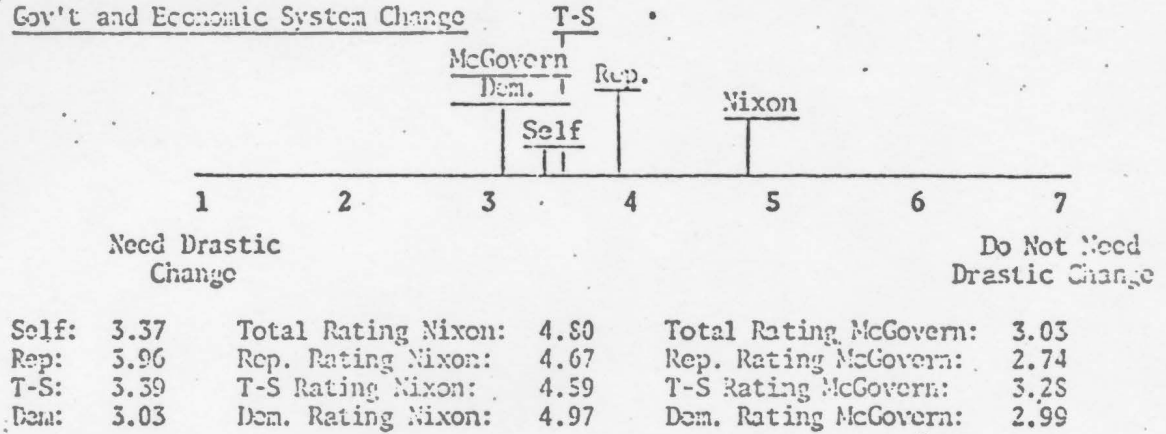
	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Favor	73	77	70	74	85
Oppose	17	16	23	22	7



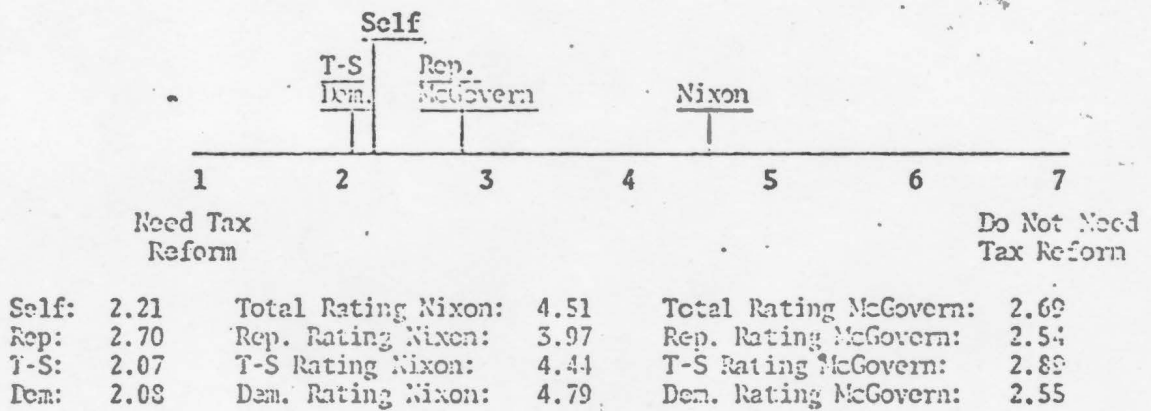


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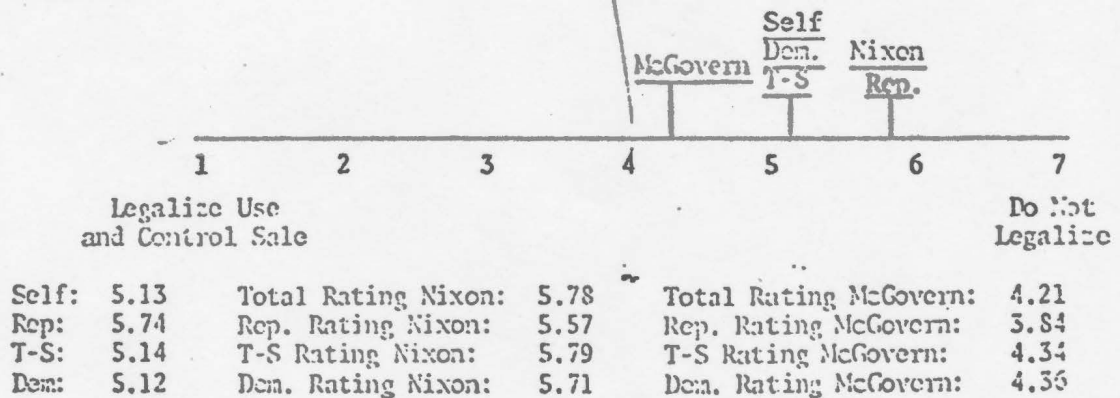
Gov't and Economic System Change



Tax Reform



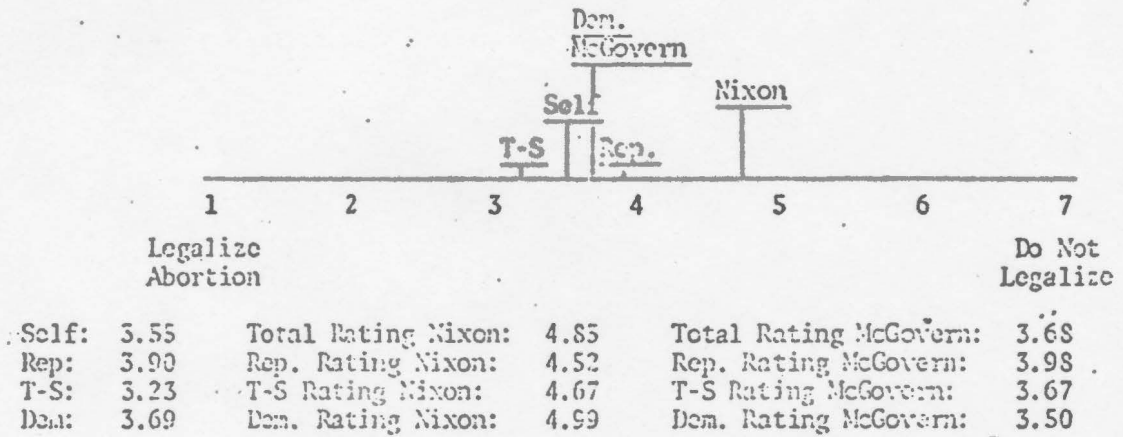
Marijuana



New Jersey  
 June 11-20, 1972  
 823 Interviews  
 Copy No. \_\_\_\_\_

F-9

Abortion







State: New York  
 Dates: June 22-30, 1972  
 No. of Interviews: 1,000

F-5  
 ISSUES

Domestic Program not passed because--

	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Program not good	16	4	14	25
Politics	71	88	73	60

Favor or oppose local property tax for schools--

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Favor	51	42	43	45	39
Oppose	40	40	40	38	42

Replacement for local property tax--

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Federal income tax	17	20	16	20	26
State income tax	15	13	18	12	11
State sales tax	17	6	8	7	4
State property tax	4	6	4	6	5
National sales tax	32	43	46	44	39

Has inflation slowed?

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Yes	46	39	58	38	28
No	45	55	31	56	67

Has inflation of food prices slowed?

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Yes	26	22	30	23	16
No	71	74	65	71	82

Support or oppose freeze on food prices?

	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Yes	74	73	77	75
No	15	17	12	15

State: New York  
 Dates: June 22-30, 1972  
 No. of Interviews: 1,000

F-6

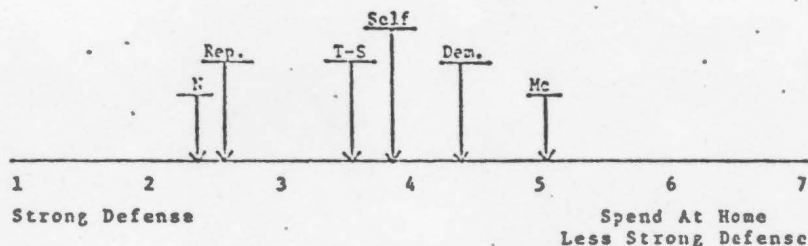
Responsible for inflation--

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Business	26	28	16	31	30
Unions	37	39	60	39	28
President	8	7	2	4	13
Congress	9	6	4	5	8
Consumer	17	11	10	12	10

Assassination--

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Should limit appearances	60	53	58	51	57
Should not limit appearances	31	36	35	36	33

National defense--



Self: 3.77	Total Rating Nixon: 2.35	Total Rating McGovern: 5.03
Rep: 2.65	Rep. Rating Nixon: 2.07	Rep. Rating McGovern: 5.31
T-S: 3.59	T-S Rating Nixon: 2.51	T-S Rating McGovern: 5.10
Dem. 4.34	Dem. Rating Nixon: 2.31	Dem. Rating McGovern: 4.88

Money spent on national defense--

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Spend less	37	44	24	38	56
Spend same	39	41	51	47	32
Spend more	18	10	16	10	7

Favor or oppose a one-third cut in military forces--

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Favor	73	79	77	77	80
Oppose	17	16	17	16	16





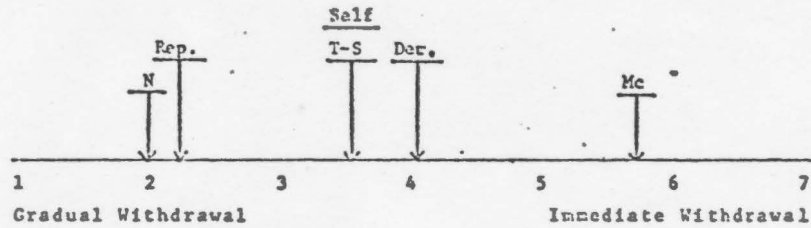
State: New York  
 Dates: June 22-30, 1972  
 No. of Interviews: 1,000

F-7

Spend less because--

	Nat'l	State	Rep.	T-S	Dem.
Need less military strength	18	26	13	28	26
Defense waste	71	67	83	67	67

Vietnam withdrawal--

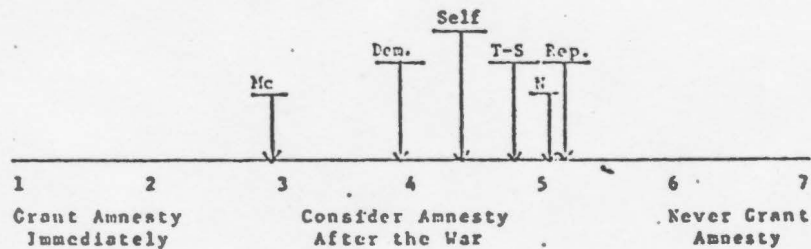


Self: 3.55	Total Rating Nixon: 2.01	Total Rating McGovern: 5.69
Rep: 2.22	Rep. Rating Nixon: 1.77	Rep. Rating McGovern: 5.79
T-S: 3.55	T-S Rating Nixon: 2.09	T-S Rating McGovern: 5.92
Dem: 4.05	Dem. Rating Nixon: 2.02	Dem. Rating McGovern: 5.49

Nixon on Vietnam--

	Nat'l	State	Rep.	T-S	Dem.
Frank and straightforward	45	40	70	41	23
Not told the truth	46	52	26	48	70

Amnesty--



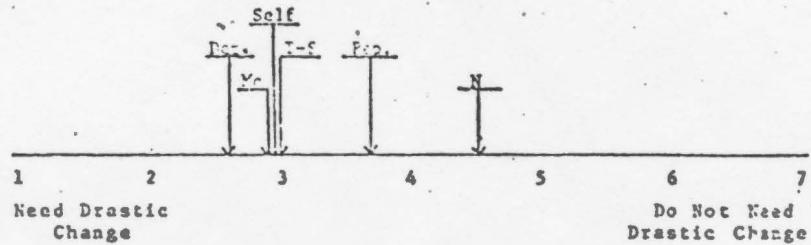
Self: 4.38	Total Rating Nixon: 5.03	Total Rating McGovern: 2.86
Rep: 5.11	Rep. Rating Nixon: 4.64	Rep. Rating McGovern: 2.37
T-S: 4.76	T-S Rating Nixon: 5.11	T-S Rating McGovern: 2.93
Dem: 3.87	Dem. Rating Nixon: 5.18	Dem. Rating McGovern: 2.95



State: New York  
 Dates: June 22-30, 1972  
 No. of Interviews: 1,360

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Government and economic system change--

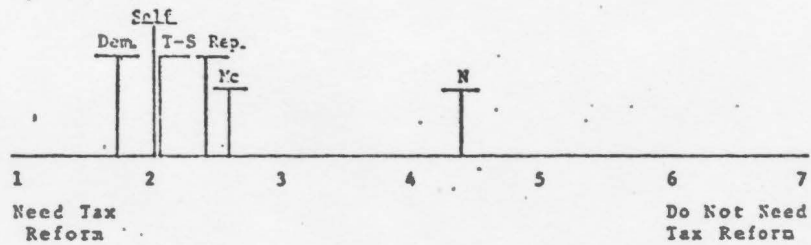


Self: 2.97  
 Rep: 3.67  
 T-S: 2.98  
 Dem: 2.59

Total Rating Nixon: 4.51  
 Rep. Rating Nixon: 3.97  
 T-S Rating Nixon: 4.37  
 Dem. Rating Nixon: 4.89

Total Rating McGovern: 2.96  
 Rep. Rating McGovern: 3.07  
 T-S Rating McGovern: 2.97  
 Dem. Rating McGovern: 2.88

Tax reform--

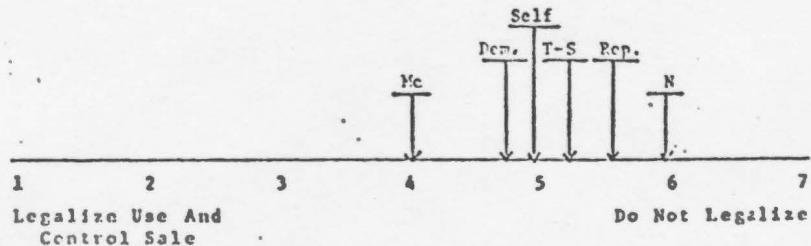


Self: 2.04  
 Rep: 2.43  
 T-S: 2.05  
 Dem: 1.75

Total Rating Nixon: 4.36  
 Rep. Rating Nixon: 3.45  
 T-S Rating Nixon: 4.22  
 Dem. Rating Nixon: 4.98

Total Rating McGovern: 2.67  
 Rep. Rating McGovern: 2.69  
 T-S Rating McGovern: 2.64  
 Dem. Rating McGovern: 2.60

Marijuana--



Self: 4.94  
 Rep: 5.53  
 T-S: 5.19  
 Dem: 4.70

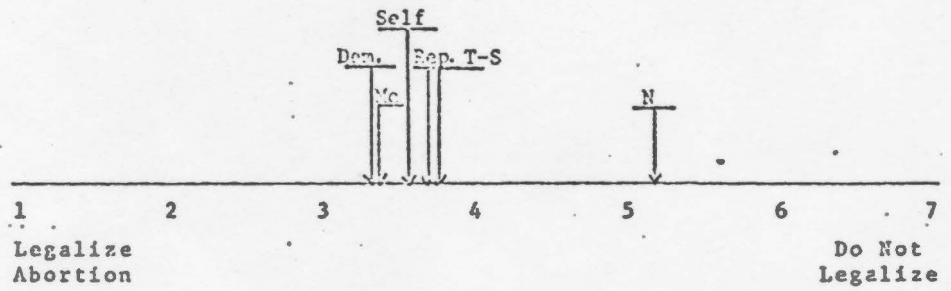
Total Rating Nixon: 5.93  
 Rep. Rating Nixon: 5.74  
 T-S Rating Nixon: 5.59  
 Dem. Rating Nixon: 5.99

Total Rating McGovern: 4.04  
 Rep. Rating McGovern: 3.81  
 T-S Rating McGovern: 4.09  
 Dem. Rating McGovern: 4.16

State: New York  
Dates: June 22-30, 1972  
No. of Interviews: 1,000

F-9

Abortion--



Self: 3.54  
Rep: 3.64  
T-S: 3.71  
Dem: 3.32

Total Rating Nixon: 5.16  
Rep. Rating Nixon: 4.97  
T-S Rating Nixon: 5.24  
Dem. Rating Nixon: 5.23

Total Rating McGovern: 3.36  
Rep. Rating McGovern: 3.39  
T-S Rating McGovern: 3.35  
Dem. Rating McGovern: 3.31





Ohio.  
June 13-27, 1972  
800 Interviews  
Copy No.

F-5

ISSUES

Domestic Program Not passed because --

	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Program Not Good	14	5	9	24
Politics	75	90	80	63

Favor or oppose local property tax for schools --

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Favor	51	48	51	48	45
Oppose	40	45	40	47	48

Replacement for local property tax --

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Federal Income Tax	17	11	11	11	11
State Income Tax	15	20	20	25	17
State Sales Tax	17	27	31	24	29
State Property Tax	4	4	1	3	5
National Sales Tax	32	26	24	29	25

Has inflation slowed?

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Yes	46	39	58	44	22
No	45	56	39	52	73

Has inflation of food prices slowed?

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Yes	26	21	33	21	13
No	71	75	61	76	84

Support or oppose freeze on food prices?

	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Yes	70	73	70	69
No	29	21	24	23



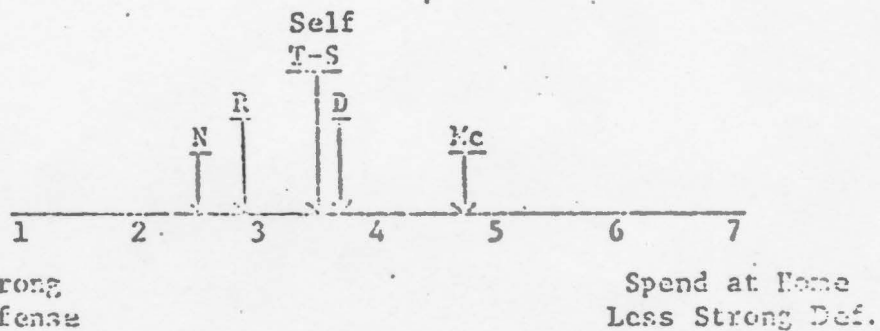
Responsible for inflation --

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Business	26	23	9	22	32
Unions	37	43	61	43	34
President	8	6	2	3	9
Congress	9	4	5	4	3
Consumer	17	10	10	12	8

Assassination

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Should limit appearances	60	61	62	64	59
Should not limit appearances	31	31	32	27	33

National Defense



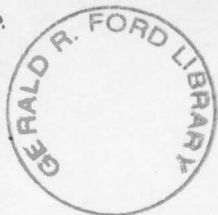
Self: 3.6	Total Rating Nixon: 2.5	Total Rating McGovern: 4.8
Rep.: 2.9	Rep. Rating Nixon: 2.5	Rep. Rating McGovern: 5.3
T-S: 3.6	T-S Rating Nixon: 2.6	T-S Rating McGovern: 4.9
Dem.: 3.8	Dem. Rating Nixon: 2.5	Dem. Rating McGovern: 4.6

Money spent on national defense --

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Spend less	37	43	32	41	44
Spend same	39	42	55	43	41
Spend more	18	11	9	12	11

Favor or oppose a 1/3 cut in military forces --

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Favor	73	75	64	60	72
Oppose	17	20	29	15	21



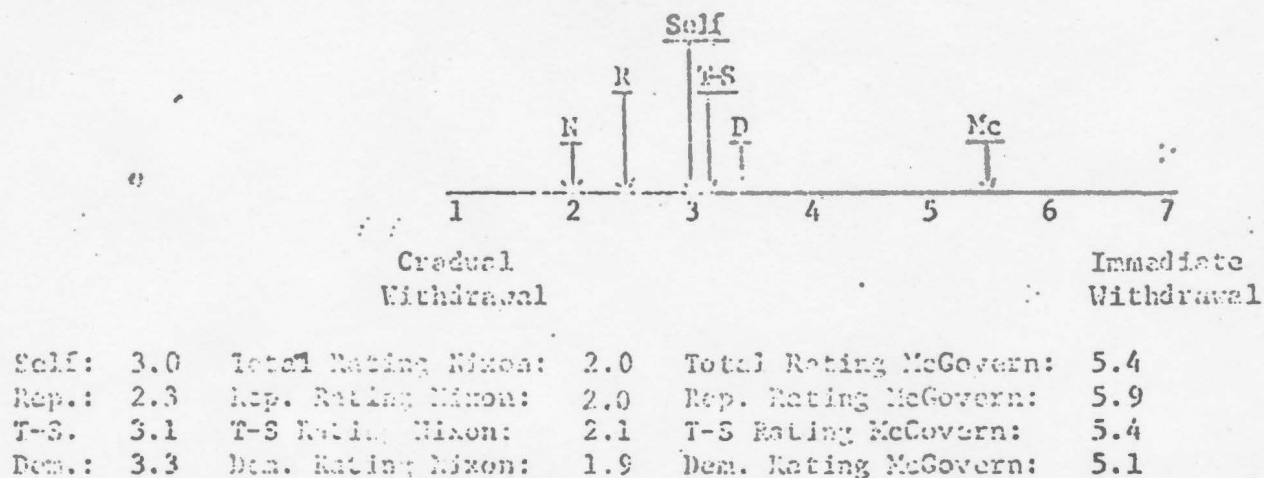
June 13-27, 1972  
800 Interviews  
Copy No.

F-7

Spend less because --

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Need less military strength	18	20	16	16	19
Defense waste	71	71	76	72	78

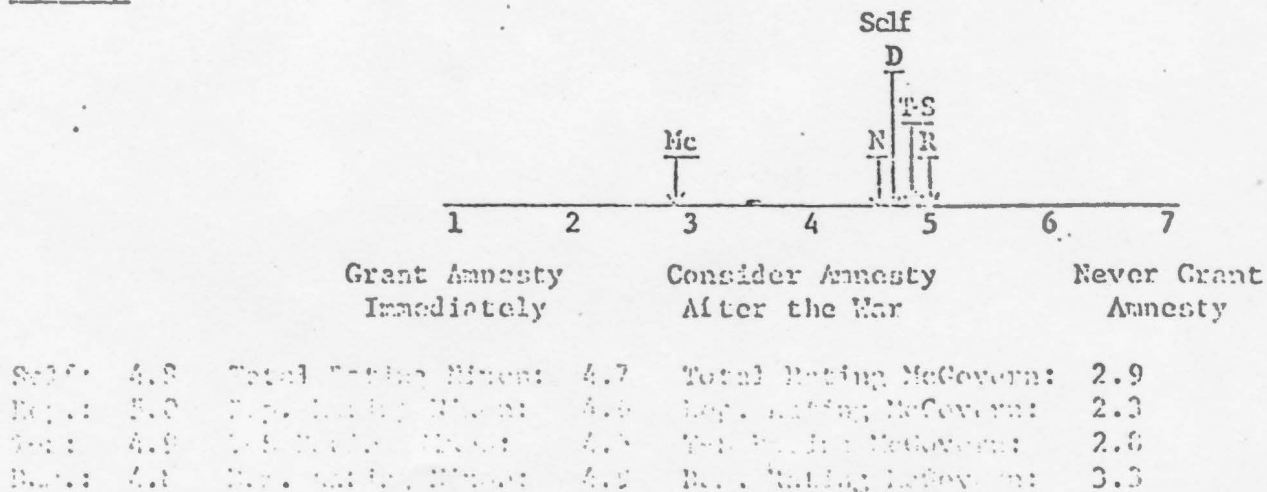
Vienna Withdrawal



Nixon on Vietnam --

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Frank and straight forward	45	45	74	45	25
Not told the truth	46	44	16	44	64

Amnesty

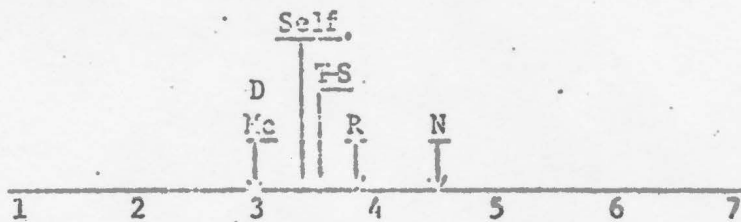






F-8

Gov't and Economic System Change



Need Drastic  
Change

Do not need  
Drastic Change

Self: 3.3	Total Rating Nixon: 4.4	Total Rating McGovern: 3.0
Rep.: 3.6	Rep. Rating Nixon: 4.2	Rep. Rating McGovern: 2.9
T-S: 3.4	T-S Rating Nixon: 4.2	T-S Rating McGovern: 2.8
Dem.: 3.0	Dem. Rating Nixon: 4.6	Dem. Rating McGovern: 3.1

Tax Reform

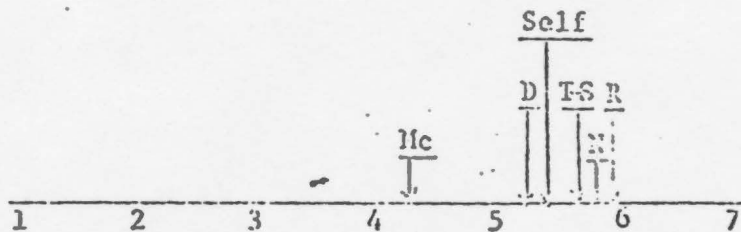


Need Tax  
Reform

Do not need  
Tax Reform

Self: 2.3	Total Rating Nixon: 4.3	Total Rating McGovern: 2.7
Rep.: 2.9	Rep. Rating Nixon: 3.7	Rep. Rating McGovern: 2.4
T-S: 2.3	T-S Rating Nixon: 4.2	T-S Rating McGovern: 2.7
Dem.: 2.0	Dem. Rating Nixon: 4.7	Dem. Rating McGovern: 2.9

Marijuana



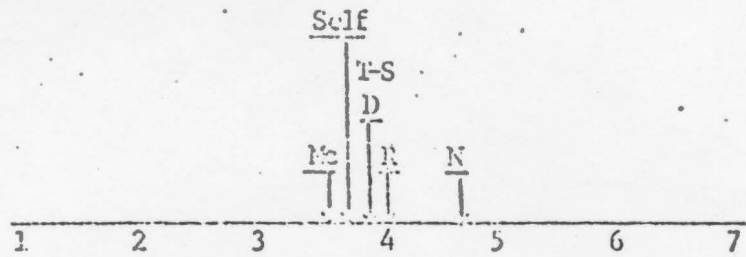
Legalize Use  
and Control Sale

Do not  
Legalize

Self: 5.3	Total Rating Nixon: 5.7	Total Rating McGovern: 4.2
Rep.: 5.9	Rep. Rating Nixon: 5.6	Rep. Rating McGovern: 3.9
T-S: 5.4	T-S Rating Nixon: 5.8	T-S Rating McGovern: 4.2
Dem.: 5.4	Dem. Rating Nixon: 5.4	Dem. Rating McGovern: 4.6

F-9

Abortion



Legalize  
 Abortion

Do not  
 Legalize

Self: 3.8	Total Rating Nixon: 4.8	Total Rating McGovern: 3.7
Rep.: 4.0	Rep. Rating Nixon: 4.8	Rep. Rating McGovern: 3.5
T-S: 3.9	T-S Rating Nixon: 4.8	T-S Rating McGovern: 3.7
Dem.: 3.9	Dem. Rating Nixon: 4.9	Dem. Rating McGovern: 3.9



F-5

ISSUES

Domestic Program Not passed because --

	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Program Not Good	18	6	12	30
Politics	73	85	80	60

Favor or oppose local property tax for schools --

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Favor	51	48	59	45	45
Oppose	40	42	34	46	45

Replacement for local property tax --

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Federal Income Tax	17	20	13	22	21
State Income Tax	15	11	19	8	10
State Sales Tax	17	9	13	12	6
State Property Tax	4	5	6	3	6
National Sales Tax	32	45	38	46	48

Has inflation slowed?

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Yes	46	38	51	38	31
No	45	56	43	55	65

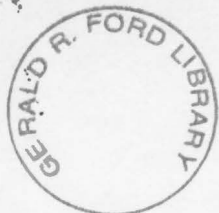
Has inflation of food prices slowed?

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Yes	26	31	47	28	26
No	71	65	50	69	71

Support or oppose freeze on food prices?

	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Yes	76	83	72	76
No	19	11	23	18





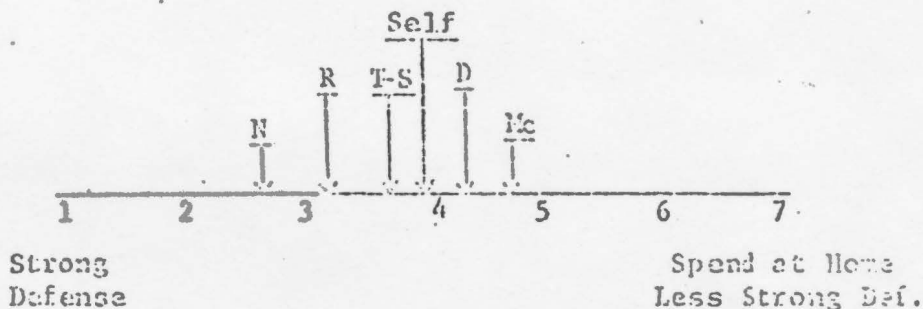
Responsible for inflation --

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Business	26	28	20	24	32
Unions	37	38	55	42	29
President	8	7	0	7	12
Congress	9	4	3	5	3
Consumer	17	11	10	12	10

Assassination

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Should limit appearances	60	58	57	57	65
Should not limit appearances	31	37	39	39	29

National Defense



Self: 3.9	Total Rating Nixon: 2.7	Total Rating McGovern: 4.6
Rep.: 3.2	Rep. Rating Nixon: 2.8	Rep. Rating McGovern: 4.8
T-S: 3.7	T-S Rating Nixon: 2.7	T-S Rating McGovern: 4.9
Dem.: 4.2	Dem. Rating Nixon: 2.5	Dem. Rating McGovern: 4.4

Money spent on national defense --

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Spend less	37	45	27	43	52
Spend same	39	44	62	45	40
Spend more	18	7	7	8	6

Favor or oppose a 1/3 cut in military forces --

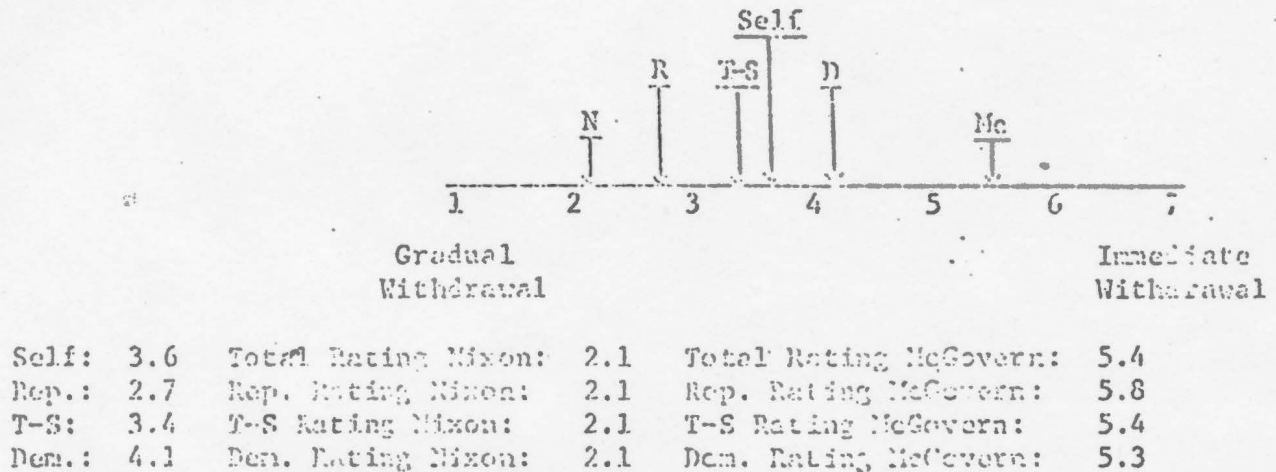
	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Favor	73	79	79	75	81
Oppose	17	15	13	17	15



Spend less because --

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Need less military strength	18	18	21	10	17
Defense waste	71	69	72	76	69

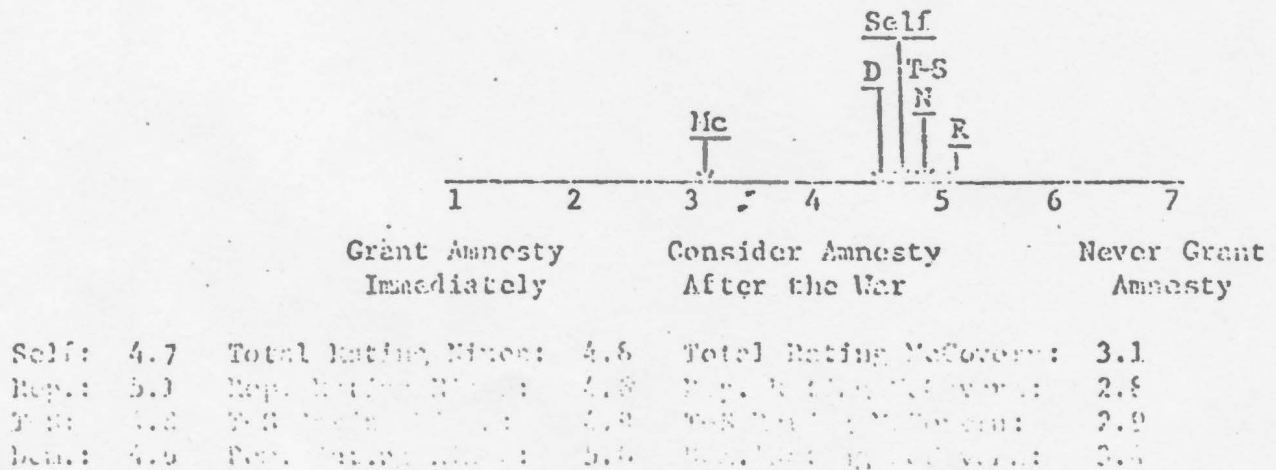
Vietnam Withdrawal



Nixon on Vietnam --

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Frank and straight forward	45	39	64	42	25
Not told the truth	46	53	28	51	68

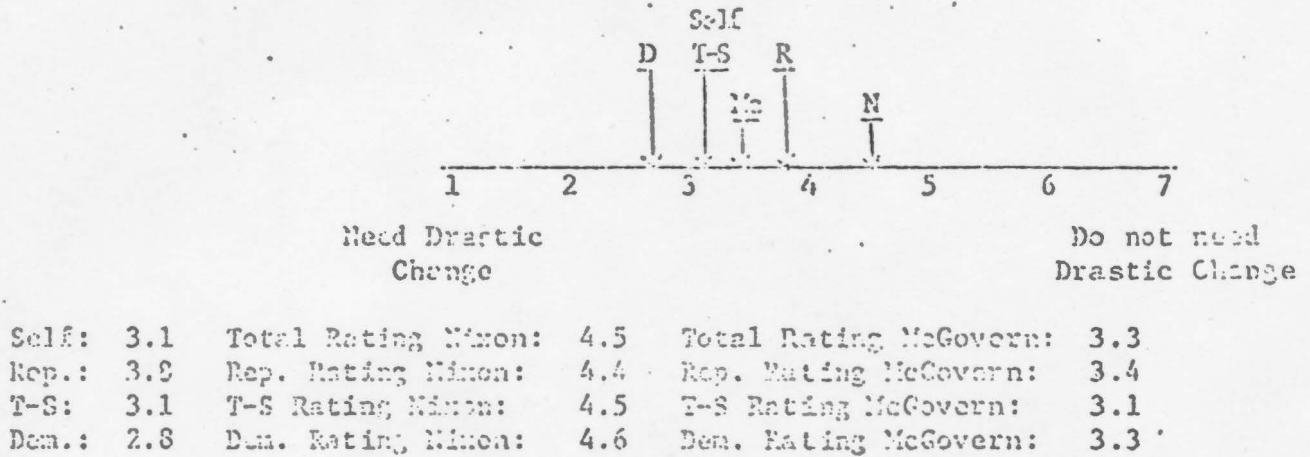
Amnesty



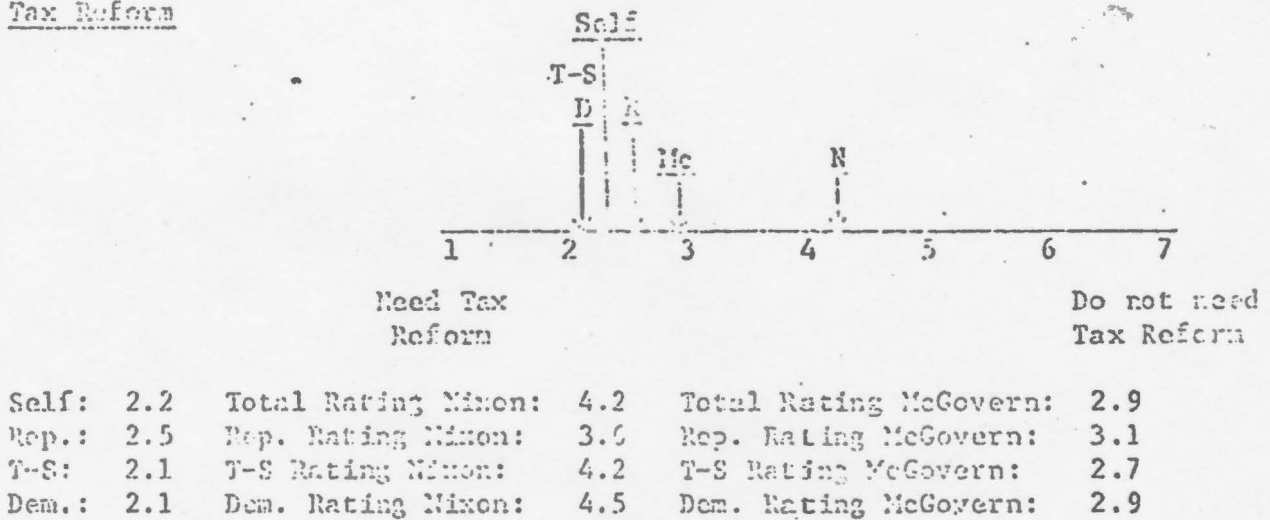


F-3

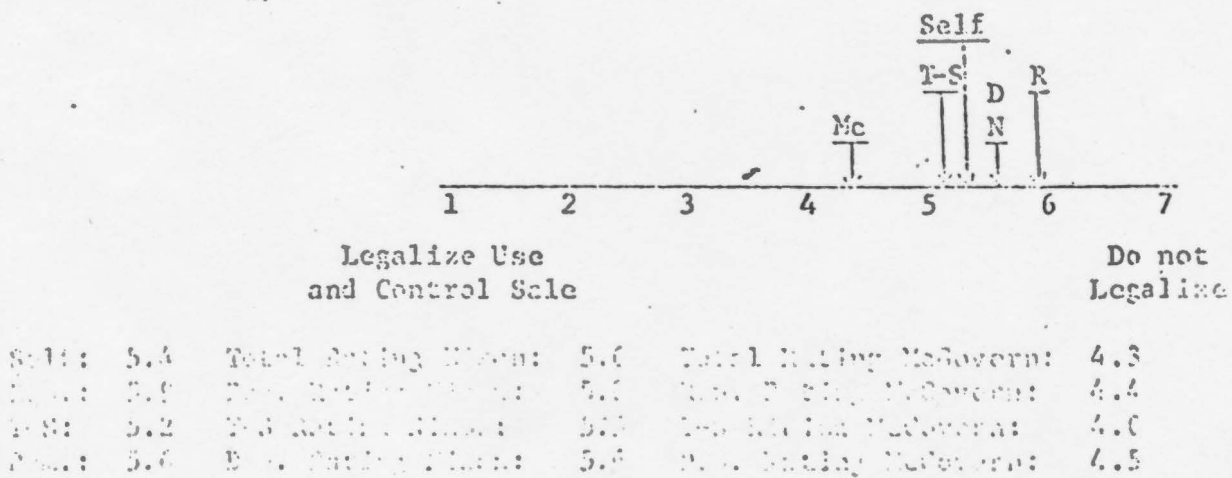
Gov't and Economic System Change



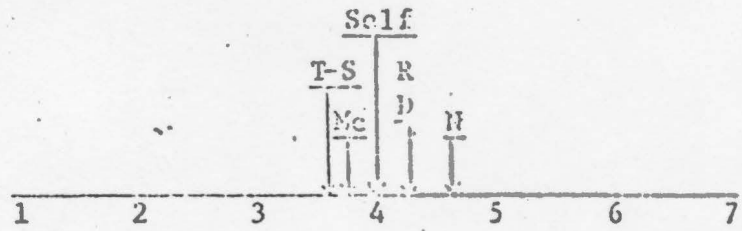
Tax Reform



Marijuana



Abortion



Legalize  
 Abortion

Do not  
 Legalize

Self: 4.0	Total Rating Nixon: 4.7	Total Rating McGovern: 3.8
Rep.: 4.2	Rep. Rating Nixon: 4.7	Rep. Rating McGovern: 3.3
T-S: 3.7	T-S Rating Nixon: 4.5	T-S Rating McGovern: 3.6
Dem.: 4.2	Dem. Rating Nixon: 4.7	Dem. Rating McGovern: 4.0



State: Texas  
 Dates: June 12-17, 1972  
 No. of Interviews: 1,000

F-5  
 ISSUES

Domestic Program not passed because--

	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Program not good	16	8	11	20
Politics	73	89	83	67

Favor or oppose local property tax for schools--

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Favor	51	61	58	62	60
Oppose	40	26	29	26	27

Replacement for local property tax--

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Federal Income Tax	17	10	4	13	11
State Income Tax	15	8	7	8	11
State Sales Tax	17	22	33	21	20
State Property Tax	4	10	11	14	8
National Sales Tax	32	33	33	38	30

Has inflation slowed?

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Yes	46	40	63	46	32
No	45	48	29	40	57

Has inflation of food prices slowed?

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Yes	26	23	35	26	19
No	71	71	60	68	76

Support or oppose freeze on food prices?

	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Yes	58	58	58	57
No	28	20	30	29





F-6

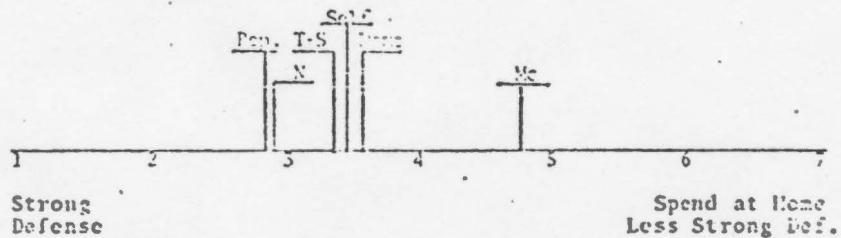
Responsible for inflation --

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Business	26	26	24	24	26
Unions	37	33	39	41	28
President	8	9	4	5	12
Congress	9	7	11	6	7
Consumer	17	10	11	10	10

Assassination

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Should limit appearances	60	48	48	43	50
Should not limit appearances	31	37	42	40	34

National Defense



Self: 3.46	Total Rating Nixon: 2.91	Total Rating McGovern: 4.73
Rep: 2.89	Rep. Rating Nixon: 2.83	Rep. Rating McGovern: 5.00
T-S: 3.35	T-S Rating Nixon: 3.09	T-S Rating McGovern: 4.81
Dem: 3.54	Dem. Rating Nixon: 2.88	Dem. Rating McGovern: 4.68

Money spent on national defense --

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Spend less	37	28	13	27	29
Spend same	39	46	59	45	45
Spend more	18	17	16	16	18

Favor or Oppose a 1/3 cut in Military Forces --

	<u>Nat'l</u>	<u>State</u>	<u>Rep.</u>	<u>T-S</u>	<u>Dem.</u>
Favor	73	68	67	58	73
Oppose	17	22	8	29	19





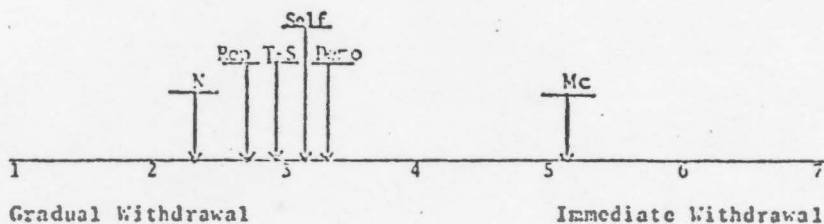
State: Texas  
 Dates: June 12-17, 1972  
 No. of Interviews: 1,000

F-7

Spend less because --

	Nat'l	State	Rep.	T-S	Dem.
Need less military strength	18	22	25	20	22
Defense waste	71	67	67	71	65

Vietnam Withdrawal

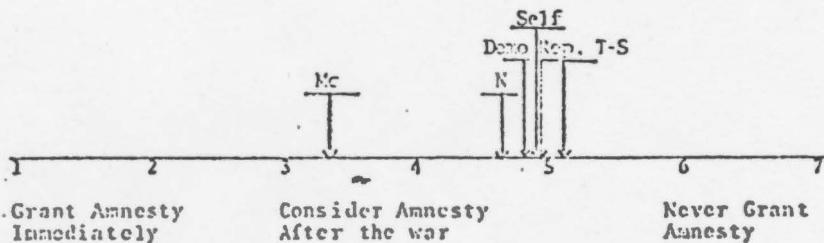


Self: 3.13	Total Rating Nixon: 2.35	Total Rating McGovern: 5.14
Rep: 2.70	Rep. Rating Nixon: 2.26	Rep. Rating McGovern: 5.68
T-S: 2.89	T-S Rating Nixon: 2.38	T-S Rating McGovern: 5.16
Dem: 3.29	Dem. Rating Nixon: 2.35	Dem. Rating McGovern: 5.05

Nixon on Vietnam

	Nat'l	State	Rep.	T-S	Dem.
Frank and straight forward	45	46	72	52	39
Not Told the truth	46	38	21	32	44

Amnesty



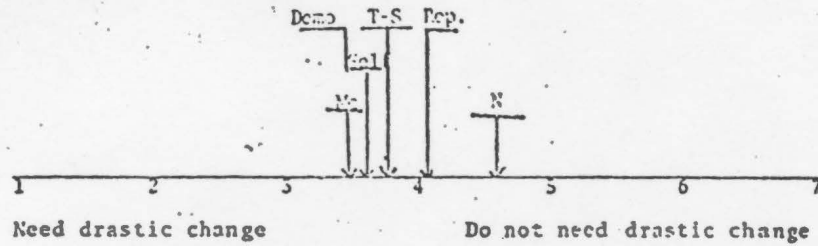
Self: 4.81	Total Rating Nixon: 4.60	Total Rating McGovern: 3.33
Rep: 4.85	Rep. Rating Nixon: 4.35	Rep. Rating McGovern: 2.14
T-S: 5.09	T-S Rating Nixon: 4.65	T-S Rating McGovern: 3.73
Dem: 4.79	Dem. Rating Nixon: 4.61	Dem. Rating McGovern: 3.47



State: Texas  
 Dates: June 12-17, 1972  
 No. of Interviews: 1,000

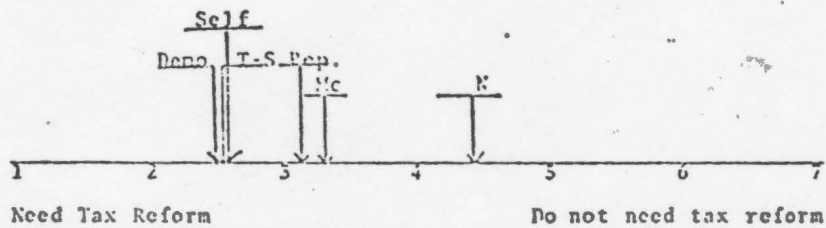
F-8

Government and economic system change



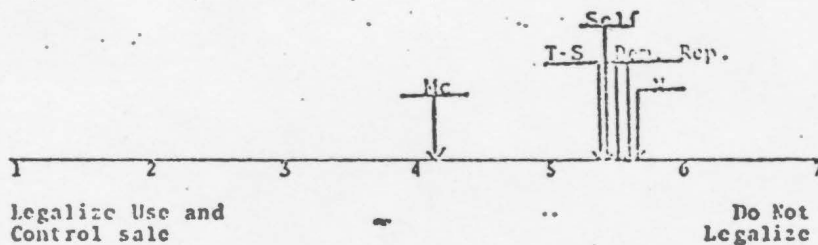
Self: 3.63	Total Rating Nixon: 4.58	Total Rating McGovern: 3.49
Rep: 4.02	Rep. Rating Nixon: 4.47	Rep. Rating McGovern: 3.57
T-S: 3.77	T-S Rating Nixon: 4.65	T-S Rating McGovern: 3.35
Dem: 3.49	Dem. Rating Nixon: 4.57	Dem. Rating McGovern: 3.53

Tax reform



Self: 2.66	Total Rating Nixon: 4.35	Total Rating McGovern: 3.35
Rep: 3.12	Rep. Rating Nixon: 3.99	Rep. Rating McGovern: 3.19
T-S: 2.64	T-S Rating Nixon: 4.38	T-S Rating McGovern: 3.38
Dem: 2.56	Dem. Rating Nixon: 4.44	Dem. Rating McGovern: 3.53

Marijuana

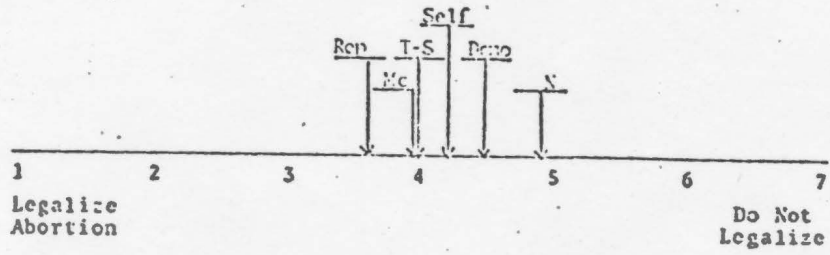


Self: 5.42	Total Rating Nixon: 5.61	Total Rating McGovern: 4.10
Rep: 5.59	Rep. Rating Nixon: 5.68	Rep. Rating McGovern: 3.39
T-S: 5.40	T-S Rating Nixon: 5.57	T-S Rating McGovern: 3.93
Dem: 5.49	Dem. Rating Nixon: 5.56	Dem. Rating McGovern: 4.50

State: Texas  
Dates: June 12-17, 1972  
No. of Interviews: 1,000

F-9

Abortion--



Self: 4.17  
Rep: 3.66  
T-S: 3.92  
Dem: 4.43

Total Rating Nixon: 4.88  
Rep. Rating Nixon: 4.58  
T-S Rating Nixon: 4.85  
Dem. Rating Nixon: 4.92

Total Rating McGovern: 3.91  
Rep. Rating McGovern: 3.63  
T-S Rating McGovern: 3.86  
Dem. Rating McGovern: 4.03



NATIONAL STUDY RATING: A

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

\* 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	55 41
Drugs	34	59 36	35	78 18	41	70 23	46	71 27	44	62 35	41	70 26	39	63 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 35
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 49	54	50 44	55	61 38	54	60 39
Inflation	18	55 42	30	47 31	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 59	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 Marin: 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



OVERALL RATING: A

ILLINOIS

June 13-23, 1972  
800 Interviews

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





de

OVERALL RATING: C

MISSOURI

June 13-24, 1972  
800 Interviews

	E St. Louis		C Paducah/ Springfield		A Columbia/ Quincy		D St. Joseph/ Kansas City		C 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	51	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 48	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



OVERALL RATING: C

OREGON

June 12-17, 1972  
600 Interviews

	E Eugene		D Portland		C 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 Johnstown/ Altoona/Erie		B Pittsburgh/ Youngstown		A Harrisburg/ York/Lancaster/ Lebanon/Hagerstown		D Philadelphia		A Wilkes-Barre- Scranton/ Binghamton		B 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	53 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 58
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 27
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 RATINGS: A

TEXAS

June 12-17, 1972  
1,000 Interviews

	B Corpus Christi		D Houston		A Brewster/ Pt. Arthur		A Shreveport/ Terrebonne		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.	RM	Imp.	RM	Imp.	RM	Imp.	RM	Imp.	RM	Imp.	RM	Imp.	RM	Imp.	RM	Imp.	RM	Imp.	RM	Imp.	RM	Imp.	RM	Imp.	RM	Imp.	RM
Vietnam	35	36	49	50	17	02	27	64	58	67	47	61	40	75	53	61	72	62	27	62	67	64	30	28	50	72	51	67
Inflation	18	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	36	60	30	55	22	72	17	61	33	50	30	64	48	58	21	54	10	62	17	67	42	49	47	58	36	61
Crime	21	38	23	47	24	53	19	69	28	61	23	39	29	58	24	50	22	58	20	48	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	15	36	22	52	27	67	20	61	11	69	30	53	26	64	36	47	21	50	35	62	50	58	27	51	34	53	27	42
Race	3	49	16	51	10	70	20	69	25	58	23	50	16	67	9	56	25	51	10	59	25	64	24	60	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	13	48	3	79	6	67	28	64	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	38	12	69	8	67	12	53	13	58	23	50	12	40	23	38	11	61	15	74	6	69	13	61
Welfare	6	31	11	46	9	61	9	64	19	50	16	47	11	66	9	39	14	56	7	52	9	58	12	50	6	72	12	55
Health Care	17	68	13	59	9	70	6	92	9	72	3	64	10	75	6	75	11	68	13	72	3	67	6	78	29	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
Boating	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:

ADD SPECIAL EMPHASIS ISSUES

Vietnam  
Drugs  
Inflation  
Taxes  
Unemployment

Corpus Christi:

Inflation  
Taxes  
Unemployment  
Health Care

San Antonio:

Vietnam  
Inflation  
Unemployment  
Race

Brewster/Pt. Arthur:

Vietnam  
National Defense  
Boating

El Paso:

Taxes  
Environment  
General Interest

Shreveport/Terrebonne:

Vietnam  
National Defense

Abilene/Sweetwater:

Vietnam  
Inflation  
Taxes  
Race  
National Defense

Austin:

Vietnam  
Environment  
Race  
Foreign Policy  
Welfare  
Boating

Lubbock:

Drugs  
Crime  
Race

Waco/Temple:

Race  
Boating

Amarillo:

Drugs  
Taxes  
Health Care

Dallas/Ft. Worth:

Drugs  
Taxes  
National Defense  
Foreign Policy  
General Interest

Odessa/Midland:



	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

