

**The original documents are located in Box 37, folder “Polls” of the Ron Nessen Papers at the Gerald R. Ford Presidential Library.**

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January 23, 1975

Polls

Dear Creed:

A belated note to let you know that I read your column of December 29 and found your assessment of my first five months in office to be one of the most encouraging columns I have read. As you stated, the past months have not been easy. Although nothing would please me more than to have been able to "tidy up the whole world", our problems are far too complex as you well know.

I am well aware of the drop in the polls, and it does disturb me -- but for a much more important reason than my own popularity. This country must have faith in its leaders and in itself. Despite this, it is easy to understand the public reaction in light of the economic situation. However, I am confident and determined that my recent proposals will work.

I appreciate your decision to withhold final judgment on my capacity for leadership. I believe that the next few months will make your decision an easier and, hopefully, an affirmative one.

Your column ended the year of 1974 calling for patience and encouragement. For this, as well as your friendship, I am grateful.

With every good wish.

Sincerely,

Mr. Creed C. Black  
Editor  
The Inquirer  
Philadelphia, Pennsylvania



GR:RN:EM:RN:EMO:RLE:blh  
cc: Nessen/Warren/O'Neill

Harris Survey

**President given bad  
marks by 60% of public**

Harris Survey

Most of U.S. thinks  
Congress doing bad job

WEDNESDAY, NOVEMBER 6, 1975

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**G.O.P. FAVORS FORD  
IN NEW GALLUP POLL**

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Mr. I  
perce  
perce  
Sena

# Out in Ford's Country

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By James Reston

NBC NEWS POLL  
January 2, 1976

In an NBC News poll involving 48 out of 50 Republican <sup>state</sup> party chairmen, 70 per cent favor Gerald Ford as their party's presidential nominee while only 16 per cent favor Ronald Reagan.

The poll, taken just before Christmas, shows President Ford with an "overwhelming lead" among his party's professionals.

An NBC national sampling taken during the second week in December shows that 51 per cent of these polled give the President a "good job rating" while 43 per cent give him "low marks."

The poll reveals that 32 per cent give Congress "good marks" and 56 per cent say they are not doing a good job.

file [June 1976]

# poll reports

Prepared by the  
Research Division

REPUBLICAN NATIONAL COMMITTEE  
310 First Street Southeast, Washington, D.C. 20003





Enclosed are summaries of polls  
taken on the Presidential race  
and on various issues of importance  
to the American public today. If  
you have any questions, please  
refer them to Anne Eddy at x6662.

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## Presidential Polls

### Republican Race

ALLUP  
POLL

Ford holds a 51% to 41% lead over Reagan in Gallup's latest Poll. Interestingly, these results are the same as those taken in the February Poll conducted after the New Hampshire Primary. Between February and April, Ford widened the gap. From May on, the gap narrowed. The trend for the choices of Independents is the same.

#### Ford vs. Reagan

	FORD	REAGAN	UNDECIDED
June 11-14	51	41	8
May 21-23	53	40	7
April 30-May 3	61	35	4
April 23-26	57	36	7
April 9-12	62	33	5
March 26-29	55	32	13
Feb. 27-March 1	51	41	8

HARRIS  
POLL

Ford leads Reagan 60-30% among Republican and Independent voters. Since March Ford has held this dominant 2-to-1 lead.

#### Ford vs. Reagan

	FORD	REAGAN	UNDECIDED
May 1976	60	30	10
April	59	30	11
March	60	30	10
February	51	34	15
January	46	44	10
December	48	37	15
November	44	43	13
September	54	33	13
August	55	34	11

When quizzed on 16 different campaign issues, Ford was voted strongest on handling economy, foreign policy, and efforts to restore integrity to the government. To summarize:

- On "cleaning up federal bureaucracy," Reagan was preferred by 37-31%.
- On standing up firmly to the Russians, Reagan also led 39-34%; yet Ford is 56-20% ahead in "working for peace in the world" and 54-21% ahead "in keeping the country out of war."
- Ford also leads 48-27% on "handling the Panama Canal" and 47-28% on "handling relations with Russia", and 52-19% on "handling relations with China."
- Reagan is rated better on "campaigning effectively", 41-35%, but Ford was predicted as having better chances of winning the Presidency, 53-21%.

Ford's Popularity Released : July 4

GALLUP  
POLL

Since March, Ford's popularity has decreased from 50% to 45%. (Nixon's rating was 14% higher than Ford's at this time in 1972.) Only 68% of the Republicans approve of Ford; whereas, 84% approved of Nixon. Only once since the first weeks of his Presidency was Ford's rating above 50%, and that particular was time was following the Mayaguez incident in May, 1975.

The President received good ratings for being "honest", "sincere", "nice", or a "good family man." He received negative ratings for not having "clearly defined programs," "lacking imagination," and "favoring business and the affluent."

FORD POPULARITY

Current	45%
Average in 1976	47%
Average since taking office	46%
Highest Point to date (August 1974)	71%
Low point to date (April 1975)	37%

PREVIOUS PRESIDENTS

	High	Low	Average
Nixon	68%	24%	48%
Johnson	80	35	54
Kennedy	83	57	70
Eisenhower	79	49	66
Truman	87	23	46
Roosevelt	84	54	68

AP POLL

56% of Ford's supporters give personal factors as the reason for supporting him. 20% Lack him for his stands on the issues. About 18% said both were crucial. This survey was taken in late May.

Reagan's Popularity Released - June 19

P POLL

Reagan's supporters were the lowest of any candidate in saying personal factors were the basis for their support. Although, 48% did give personality over issues. 29% gave issues as their reason.

Reagan fans stand out for their accuracy in naming his stands on military spending and welfare. His supporters linked him correctly with more money for national defence by a margin of 65%-9%. About 22% of his backers named U.S.-U.S.S.R. relations and military spending as the most important issues, close to double the figure for any other candidate.

51%-8% linked him with the proposal to turn control of the welfare system over to the states. By narrow margins, they correctly said he favors a constitutional amendment to end abortions and opposes the government guaranteeing everyone a job.

**Affect of Kissinger on Ford Released - June 6**

**GALLUP  
POLL**

Kissinger appears to be more of a political asset than a liability to President Ford. 50% approve of his actions as Secretary of State, 36% disapprove, and 14% are undecided. 70% want him to remain in office and 22% want him out while 8% are undecided. Ford claims Kissinger will stay as long as he is President; yet, Reagan would not retain Kissinger. Reagan calls Kissinger "too soft" in his dealings with Russia.

	<u>Approve</u>	<u>Disapprove</u>	<u>No Opinion</u>
National	50	36	14
Republicans	58	30	12
Democrats	45	40	15
Independents	50	36	14

Released : June 28

**HARRIS  
POLL**

Kissinger is still highly regarded by the Americans, 55-38%. This is nearly the same as his rating in May, 1975.

--52-24% opposed of Ford removing Kissinger. Even Reagan supporters opposed such a move by a narrow margin of 41-39%.

--He received positive ratings on "working for world peace", (67-28%); on handling relations with China, (58-31%); with the Middle East, (55-37%); and with Western allies, (49-36%).

--Negative responses were given on handling relations with Congress (52-34%), and negotiating on arms agreement with Russians (43-39%).

### Presidential Polls

#### Republican vs. Democrat

Released : July 11

GALLUP  
POLL

Carter lead Ford 53-36%, similar to his June standing of 55-37%.  
Carter defeated Reagan 64-28%, an increase over June.

Other factors which emerged were:

- Among Jews, Ford did remarkably well. Carter only lead Ford by a 5 to 4 margin. Against Reagan, Carter won by a larger margin of 7 to 2.
- Protestants go Democratic with Carter receiving 52 to 42% over Ford, and 58 to 36% over Reagan.
- Men (57-37%) lean more towards Carter than women (50-42%).
- About one in four voters defected to Carter in the case of each trial election.
- Blacks are solidly Democratic. Ford only received 16% and Reagan 11% from blacks.

	<u>Carter</u>	<u>Ford</u>	<u>Undecided</u>
Republicans	23%	73%	4%
Democrats	72	21	7
Independents	48	43	9

	<u>Carter</u>	<u>Reagan</u>	<u>Undecided</u>
Republicans	26%	68%	6%
Democrats	78	15	7
Independents	55	37	8

FARM  
RESEARCH  
INSTITUTE

Released : June 23

After interviewing about 2,000 farmers the Institute discovered that among Illinois farmers, Reagan defeated Carter 45-19%, and Ford defeated Carter by a lesser margin of 38-30%.

Among Indiana farmers, Ford when pitted against Carter only won by 34-31%. Reagan, on the other hand won 42-19%. All ballots revealed a large "uncertain vote", usually cast by women.

Released : July 1

MARKET  
OPINION  
Research

In his home state, Ford only defeated Carter in this poll by 36-35%. Carter lead Reagan by a large margin of 48-21%. 29% were undecided when choosing between Ford and Carter. 31% were undecided in a Carter-Reagan contest.

Released : June

TIME  
MAGAZINE

Time claim the candidates could create a "far closer than predicted" election because Americans are far from sold on Carter. From 1,007 interviews with registered voters, Carter would defeat Reagan 51-31%, up from 46-36% in March. The margin between Carter and Ford remains stable at 47-38%.

NY TIMES  
CBS

During the second week in June, the New York Times stated that Carter led Ford 50-29% and he was favored over Reagan 53-24%.

Enthusiasm for Presidential Contender Released : July 8

GALLUP  
POLL

"None of the three leading Presidential candidates today engenders the personal enthusiasm of a Kennedy, Eisenhower, or a Johnson." Carter received a "highly favorable" rating by 25% of the voters, while Ford and Reagan each received a 22% "highly favorable" rating. These charisma ratings fall below most candidates at comparable points in earlier Presidential years.

Highly Favorable Ratings

1952	Eisenhower	47%
	Stevenson	37
1956	Eisenhower	65
	Stevenson	28
1960	Kennedy	41
	Nixon	41
1964	Johnson	59
	Goldwater	15
1968	Nixon	28
	Humphrey	27
1972	Nixon	40
	McGovern	23

Reasons for Carter's Appeal

Personable, outgoing, presents good appearance	27%
A good, decent man, righteous, religious	18
Honest, straightforward	17
Anti-Washington, supra-politics	16
Has the common touch, concerns of the average man	7
Determined, takes the positive approach	5
Other reasons	12
"He does not have any appeal"	10
No opinion	27



Primaries

Released : July 12

HARRIS POLL Only one-third of those interviewed felt Presidential primaries were "very worthwhile." Only 7% of the total electorate voted in GOP contest between Ford and Reagan. No more than 20% voted for the Democrats. Carter's success was scored among 10% of the total electorate.

Altogether, less than 20% of the voter's participated in the 1976 primaries.

- 56-32% say that Presidential primaries are a waste of alot of time, energy, and money.
- 70-18% claim they "knock a deserving candidate out of a race for a lack of money of they lose in early small states."
- 77-15% see a merit in that unknown candidates can emerge.
- 48-35% feel conventions are better than primaries because at a convention "all the delegates from all the states can decide together who is the best person."

Released : July 13

HARRIS POLL 54-29% desire a new method by which four regional primaries covering every state would take place at three week intervals. This plan is advocated by Mondale. 60-24% favor one national primary for each major party. When asked to chose between a state by state, regional, or one national primary, interviewees apted for a single national primary by 35-33%. Only 17% approved of the present system.

ISSUES

More Trust for State Government Released : July 5

HARRIS POLL By a three to one margin, the public feels that state government is more trustworthy than the federal government. 65-12% claim that the state government is "closer to the people."

Prior to the 1960's, most politicians running for the Presidency came from the statehouse, but in the 1960's, they emerged from the federal government; for example, Kennedy and Nixon in 1960, Johnson and Goldwater in 1964, Humphrey and McGovern in 1972. Now the candidates again seem to come from the statehouse as Reagan, Brown and Carter show.

	<u>State Gov't</u>	<u>Federal Gov't</u>	<u>No Difference</u>	<u>Not Sure</u>
<u>Positive</u>				
Is closer to the People	65	12	16	7
Can be trusted more	39	15	35	11
Really cares for people	36	14	40	10
Attracts more able people to government	20	41	27	12
<u>Negative</u>				
Gives the taxpayer less value for the tax dollar	23	44	21	12
Is more corrupt	12	41	34	13
Is more out of touch with what people think	12	56	21	11
Is more wasteful	8	58	26	8

Public Willing to Obey Courts on Busing

Released : July 8

HARRIS  
POLL

By an 81-14% margin, Americans still oppose busing to schools outside their neighborhoods. Yet 52-41% agree "the courts have made a decision, therefore, busing is the law and should be followed." Moreover, 58-25% see no merit at all in the statement that "busing will improve the quality of education for all students."

The only advantages that emerged from the poll were:

--49-43% agree that "for the welfare of the community it is important that it not be racially separated. (Whites split 46-46%, blacks went 71-21%).

--52-42% claim "busing will give students a chance to get to know other students with different backgrounds and experiences." (Whites agree 50-46%, blacks agree 74-20%.)

Basically, by a margin of 77-11%, Americans say they are now committed to racial integration. However, while 56% of the blacks favor full integration, only 28% of the whites feel the same.

Sex Scandals

Released : July 1

HARRIS  
POLL

47% of the American public feel Hays' relationship with Elizabeth Ray was typical of "many" members of Congress. Merely 43% say this behavior exists among "only a few" or almost no members of Congress.

38% agree that top members of the executive branch of government carry on in a manner like Hays, while only 30% feel that about "top people in state government" and no more than 24% feel that about Governors.

55% feel many top businessmen could be involved in a "sex scandal."

How Typical was Hays Case?

	Many	Only a few	Almost none	Not Sure
Top people in big business	55	29	4	12
Members of Congress	47	39	4	10
Top people in the executive branch of federal gov't	38	42	9	11
Top people in state gov't	30	42	13	15
Governors of the states	24	42	19	15

## Polls Concerning Issues

Released - June 10

Americans seem to be torn between sympathy for those who need welfare and anger over the abuses in the welfare program.

--94-4% feel "it is not right to let people who need welfare go hungry."

--74-22% agree "many women whose husbands have left them with several children have no choice but to go on welfare."

Yet,

--89-6% claim "too many people on welfare could be working."

--85-9% say "too many people on welfare cheat by getting money they are not entitled to."

--64-23% say "the criterion for getting on welfare are not tough enough."

## FUTURE COURSE FOR WELFARE

	Total Public
Taken over by federal government	24
Given back to the states	23
Continue to be shared by states and federal government	45
Not Sure	8

NEWSDAY Released May 30

The issue that emerged as most important among the Long Islanders interviewed was inflation with 85%. Second was unemployment with 82% followed by trust in government leaders with 74%.

	Republicans	Democrats	Independents	Total
Inflation	86	81	88	85
Unemployment	80	84	82	82
Trust in Gov.	78	74	71	74
Social Security	71	74	62	70
Power of Fed. Gov.	66	60	54	62
Welfare	66	58	56	61
Environment	56	59	59	59
Defense Spending	63	60	48	59
Relations with Russia	51	51	46	50
Abortion	42	45	36	40
Busing	39	43	33	40
Watergate	13	24	21	19

NEWSDAY Released - June 8

Telephone calls to over 2,000 Americans indicated "significant support (58%) for federal involvement in caring for the elderly." 82% want the car industry to remain in private hands. 63% want utilities and 59% believe oil should be privately owned.

Support for nationalization is more likely among blacks than whites, poor than affluent, young than old, liberals than conservatives, Democrats than Republicans, and blue-collar than professionals, white collar or retired people.

GALLUP  
POLL

Released - June 10

In March, 54% felt the economy will improve, whereas, now 48% feel it will. Now over one-quarter say the economy will get worse during the next six months. 17% predict no change. Whites were more optimistic about the economy than blacks. The East was the most optimistic region.

PUBLIC  
SERVICE  
SEARCH

Released - June 7

After 1,529 nationwide in-home interviews, it was discovered that Americans overwhelming oppose organized unions or striking rights for armed forces (82-81%). Public non-union employees (87%) opposed unions more than public union employees (71%). Public non-union employees also opposed striking (90%) more than public union employees (72%).

*David Laventhol, Editor*

Telephone (516) 294-3122

Enclosed are the first two articles in a special Newsday series, "What's America Thinking?" I think you will find the results timely and informative. The survey was conducted for us by Research Analysis Corporation of Boston, which has done polling for Newsday, the Boston Globe, the Gannett Newspapers and others in the past.

An attached press release explains the project in more detail.

Best regards,

*David Laventhol*

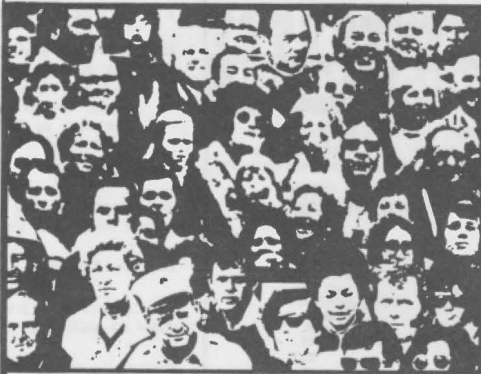
# Sunday Newsday

35 CENTS

JUNE 6, 1976

THE LONG ISLAND NEWSPAPER • NASSAU EDITION

## What's America Thinking?



As the United States begins its third century, a nationwide Newsday poll of 2,000 Americans shows that they think their country will:

- Fight a war on foreign soil in 10 or 15 years.
- Suffer a major depression within a decade.
- Decline as a world power.

But in talking about their personal quality of life they feel:

- Their lives turned out better than expected.
- Convinced that opportunity is still plentiful.
- Confident that their children will be wealthier than they are.
- Happy with their jobs.

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FOR RELEASE 9:00 AM

SUNDAY, JUNE 6, 1976

Garden City, N. Y., June 6 - As the United States enters its third century, Americans perceive two different visions of the future: a bright one for themselves but a dim one for their country, Newsday said today in the first installment of a 12-part series reporting the findings of a copyrighted national survey made for the Long Island newspaper.

Writing in Sunday Newsday under the headline "What's America Thinking?", senior editor for projects Bernie Bookbinder said that "this sense of hesitancy, ambivalence, even pessimism, emerges from an extensive Newsday inquiry into the hopes and fears and attitudes of Americans about their lives, their country and the very survival of their present form of government."

The 12-part "What's America Thinking?" series was based on telephone interviews conducted from May 12 to 22 by Research Analysis Corporation of Boston with 2,004 residents of the continental United States and Hawaii 16 years of age and older.

-more-

**Newsday**

The Long Island Newspaper

550 Stewart Ave., Garden City, N.Y. 11530

Phone: area code 516 294-3555



Some of the major results of the study, which will be examined in detail during the course of the series, include the following:

- Almost two-thirds (63 per cent) expect the United States to be fighting a war on foreign soil within 10 or 15 years;
- Nearly half (44 per cent) anticipate a major depression within a decade, 38 per cent don't and another 18 per cent aren't sure;
- More than half (56 per cent) feel the United States is becoming less powerful in world affairs, while little more than one quarter (28 per cent) think its influence is growing;
- Only about half the respondents (54 per cent) believe America's present form of government will survive another 200 years, while one-third (32 per cent) think it will be overthrown;
- Almost two-thirds (63 per cent) do not want to see any further racial integration and just about as many (61 per cent) say that the federal government has done enough or too much to help blacks;
- Forty-six per cent said they are "very happy" in their jobs and 37 per cent said they are "pretty happy," while only 9 per cent said they are "unhappy;"
- Thirty-nine per cent said their lives had turned out better than they had expected, compared to only 8 per cent who said their lives had turned out worse;

-more-

- Fifty-nine per cent expect their children to be better off financially than they are, while 15 per cent don't;
- Seventy-seven per cent said they think there is still a great deal of opportunity for people willing to work hard, compared to only 16 per cent who said they believe most people are locked in and can't get ahead no matter how hard they work.

What these seeming inconsistencies and contradictions appear to suggest, the Newsday story said, is that Americans have confidence in themselves but have lost faith in their leaders and government.

\* \* \* \* \*

The 2,004 respondents interviewed in the national survey were selected by systematic random sampling procedures from telephone directories and, when directories were unavailable, by random digit dialing. The statistical margin of error using such a sample is plus or minus three per cent; that is, 95 times out of 100, the responses of the sample would differ by no more than that percentage from the responses of the total U.S. population.

The composition of the sample was accurate within two percentage points, compared with census data, in such measurable categories as sex, race, age and region.

-more-

Respondents were asked 85 questions, including those of a demographic, or background, nature. They were also asked if they would be willing to discuss the subjects further with a reporter. From those who agreed--about half the total interviewed--Newsday eventually selected a dozen from throughout the country and assigned reporters to spend a few days with them to produce portraits of 12 representative Americans. These portraits are intended to complement the statistical material by describing in depth how individuals feel about their lives and the state of the nation.

In addition to the national sample of 2,004 respondents, Research Analysis Corporation polled 200 residents in the suburban and urban portions of five metropolitan areas-- New York, Chicago, Los Angeles, Houston and Atlanta--to more closely examine urban-suburban attitudes for subsequent articles in this series.

CONTACT: Stephen E. Hills  
(516) S05-3578

1  
THE WHITE HOUSE  
WASHINGTON

*RT*  
DATE: 9/15

TO: Ron

FOR YOUR HANDLING \_\_\_\_\_

GUIDANCE REQUESTED

FYI - note 1st 3  
paragraphs + and  
closing on last page.

Gas

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SEP 15 1976

September 1976

THE TEAMS ARE SET FOR THE BIGGEST SUPER BOWL OF THEM ALL ... THE 1976 PRESIDENTIAL ELECTION. It's the home team Ford-Dole taking on the challenging duo Carter-Mondale, with the Democratic team a 3-1 favorite ... at this time.

There's a new captain of the Republican team emerging, however, that will make this race a toss-up at game time. Until August 18, President Ford held an appointed position due to the incumbent being cut from the team. Now, he's earned his position on the squad with the winning of his party's nomination. He has more political experience than Carter, is more in tune with the issues, and has successfully completed his sophomore season in the highest office in the land. With Ford taking Carter one-on-one in upcoming debates, it's 7-5 he will outscore him.

The campaign will see the Democrats accusing the Republicans of being ultra-conservative, and the Republicans will accuse the Democrats of being ultra-liberal. The facts are that the GOP is moderately-right and the Demo's moderately-left ... so the real test will be who gets the percentage of the Independent vote needed to win. For the GOP to win the election, it also must score high in Ohio, Michigan, Illinois, and California. But with Ford going from dull to dynamite ... and doling out some hard hits along the way ... this race will be pick 'em on election day.

BIG JACK IS MY 5-1 FAVORITE TO WIN THE WORLD SERIES OF GOLF. The former 36-hole showdown between the winner of the four biggies is now a 72-hole event with an expanded field that rates as follows:

Jack Nicklaus	5-1	J.C. Snead	12-1	Dave Hill	20-1
Johnny Miller	7-1	Dave Stockton	12-1	Lee Trevino	20-1
Ray Floyd	7-5	Ben Crenshaw	15-1	Bill Dunk	30-1
Hale Irwin	10-1	Al Geiberger	15-1	Allan Henning	30-1
Jerry Pate	10-1	Don January	15-1	Takashi Murakami	30-1
Hubert Green	12-1	Tom Watson	15-1	Hsu Sheng San	30-1

IN APRIL, NOT TOO MANY THOUGHT BASEBALL'S SEPTEMBER SONG would be a medley of the Royals, the Yankees, the Phillies, and the Reds. Most buffs viewed the Red Sox repeating in the AL East and the Oakland A's doing likewise in the AL West. How times have changed.

Come October, the baseball world will again be treated to the Dandy Dozen (best of 5 championship playoffs, and the best of 7 World Series). In the league playoffs, it's New York, a slight 11-10 favorite over Kansas City. Cincinnati will have no easy time with Philadelphia as the Reds, too, are a slight 11-10 favorite. For the finale ... make the National League champion the 3-2 favorite over the American League winner ... but no matter the outcome, it's even money that Royals Manager Dorrel Norman "Whitey" Herzog is named "manager of the year."

THE WILD AND WOOLY '76 NFL WILL BE THE SEASON OF THE CHALLENGERS. Look for NFC divisional title changes as Detroit challenges Central champ Minnesota; Atlanta and San Francisco go after Los Angeles in the West; and Washington, St. Louis, and Dallas fight for the Eastern throne. The toughest division race overall will be the AFC Central with Super Bowl champ Pittsburgh being pressed by Cincinnati and Houston, and Cleveland on the rise. Baltimore is a solid choice in the East after finishing 2-12 only two seasons ago; and Oakland... as usual... remains a lock in the West. Here's my team-by-team pro preview:

#### AFC EAST

1. Baltimore (10-4)---Surprise team in league last year is team to beat in division this year as Ted Marchibroda's young veterans gain maturity. Fullback question still unresolved. Roosevelt Leaks' knee-injury will give Kim Jones a chance. Short-yardage specialist Don McCauley will see action. QB Bert Jones is sharp.
2. Miami (10-4)---Regain Bob Griese's QB mastery after he missed last four games with ankle injury, but injuries to Bill Stanfill, Manny Fernandes, and Dick Anderson, suspension of Jake Scott, and retirement of Nick Buoniconti leave questionable gaps. Freddie Solomon could be next WR star.
3. New England (3-11)---Rebuilding continues with progress of surprise '75 rookie QB Steve Grogan the key. Could move up with other clubs having trouble. Super draft aimed largely at curing secondary ills.
4. Buffalo (8-6)---Apparent loss of O.J. leaves vet Vic Washington and rookie Roland Hooks as HB hopes ... plus puts burden on Ferguson's passing. Overwhelming defensive line but total defense very suspect.
5. NY Jets (3-11)---New coach Lou Holtz cleaning house and will need miracle to turn Jets around. Big shakeup in backfield has Ed Marinaro and rookie Louis Giamonna starting. Has to patch up what was league's worst defense last year. Still going with Namath backed up by top draftee Richard Todd.

#### AFC CENTRAL

1. Pittsburgh (12-2)---Has good chance to become first three-time Super Bowl winner. Joe Greene seems to be coming around, and Steve Furness is ready just in case. Otherwise club is well set again, and even Terry Bradshaw's most narrow-minded detractors should be convinced he can do it all at QB.
2. Cincinnati (11-3)---Long-time Brown aide Bill Johnson takes over team that has been bolstered on defense, particularly in pass-rush department, by trade for Coy Bacon. On offense, rookie HB Archie Griffin coming along fast.
3. Houston (10-4)---Got veteran QB insurance for Dan Pastorini in John Hadl, but the Oilers not showing offensive punch in exhibitions. Aggressive defense still meal ticket. Curious schedule should keep Oilers in race again.
4. Cleveland (3-11)---Improvement highlighted by pre-season victories. No. 1 draftee Mike Pruitt impressive as Greg Pruitt's running-mate.

#### AFC WEST

1. Oakland (11-3)---Strongest favorite of any division. QB draftee Jeb Blount will back up Ken Stabler. Lost DE Horace Jones for season, and FB Marv Hubbard out indefinitely with shoulder injury. Rookie Fred Steinfort appears to be kicking George Blanda out of a job.
2. Denver (6-8)---Bronco running game strong with return of Otis Armstrong and addition of Jim Kiick to go with FB Jon Keyworth ... but blue-chip QB is still missing. Draft provided help for offensive line.
3. San Diego (2-12)---Young team rebuilding with strong comeback by Don Woods plus breakaway threat of rookie Joe Washington. Still looking for Dan Fouts or Jesse Freitas to develop into solid QB. Good, young defensive front, but questionable linebacking.
4. Kansas City (5-9)---Retirement of Len Dawson after 19 seasons at long last solidifies Mike Livingston at QB. Unsettled secondary and age at LB compound defensive problem. Ex-WFL runner J.J. Jennings out for year (shoulder).
5. Tampa---Got big lift with 17-3 win over Atlanta. Coach McKay's son starting WR. Most respectable unit will be defensive line built around rookie Selmon brothers, Pat Toomay, and Dave Pear.

#### NFC EAST

1. St. Louis (11-3)---Made big move to rebuild defensive line, their weakest area, by obtaining Walt Patulski, Marv Upshaw, and No. 1 draftee Mike Dawson. Added depth at LB with Rodrigo Barnes and in already fine secondary with Mike Sensibaugh and Jeff Severson. Super offensive line. New rush-line personnel key to holding off Dallas.
2. Dallas (10-4)---Loss of Preston Pearson (knee surgery) hardly noticed with backfield addition of Duane Thomas, Ron Johnson, and rookie Jim Jensen. Clint Longley's bout with Staubach resulted in ouster of Longley as No. 2 QB in favor of present punter Danny White. Receivers can match Card's big-play potential.
3. Washington (8-6)---Softer outside schedule than Cards or Cowboys ... but they're still an old team. CB Mike Bass retired ... CB Pat Fischer hurting... guard Walt Sweeney on injured reserve (knee) ... lost Charley Taylor (shoulder) till November. Theismann moves up to No. 2 QB behind ace Kilmer. Skins sputtering in exhibitions.
4. NY Giants (5-9)---Needed big back and signed best available in Larry Csonka ... also recruited almost entire Memphis WFL line that blocked for him. Small but quick rookie Gordon Bell could wind up as Csonka's running mate.
5. Philadelphia (4-10)---New coach Dick Vermeil inherited all sorts of problems. Pro Bowl hero Mike Boryla No. 1 QB as Roman Gabriel retires. Excellent receiving corps gives Eagles passing threat, but ground game is meager.

#### NFC CENTRAL

1. Detroit (7-7)---Lions ready to take division title from Vike's after 7 straight runner-up finishes. They've improved in every area where they needed help. Good looking FB in Larry Gaines. Offense gets new life with QB's Greg Landry and Bill Munson available after both went off to knee surgery last year.
2. Minnesota (12-2)---All the awards for Fran Tarkenton aren't much solace to Vikings ... still seeking replacements for WR John Gilliam and RB Ed Marinaro. CB Bobby Bryant's broken arm and other DB injuries prompted trade for '49'ers Nate Allen and Windlan Hall. Haven't looked good in pre-season.
3. Chicago (4-10)---Have makings for best Bear season since '65. One of better young offensive lines around to lead way for Walter Payton. Avellini sharp at QB, with Virgil Carter No. 2. Defensive backfield and TE still question marks.
4. Green Bay (4-10)---Strong-armed Lynn Dickey impressive as new QB. Offensive line still suspect. Return of kicker Chester Marcol from year on casualty list raises hopes for Packer offense. To really get untracked, offense needs rushing revival by John Brockington who fell below 500 yards in '75.

#### NFC WEST

1. Los Angeles (12-2)---Still playing "Who's the QB?" with James Harris and Ron Jaworski. Club's unsettled by Simpson trade speculation. Young studs tackle Doug France and guard Dennis Harrah look good as new line starters. Stingiest defense in league last year is solid again.
2. (Tie) Atlanta (4-10)---Could be sleeper of the NFC but injuries weakening already thin offensive line. Got tremendous lift on offense with signing of WR John Gilliam ... ditto on defense with return of DE Claude Humphrey. Easier outside schedule than Rams but opener with LA crucial to Falcon chances for title.
3. (Tie) San Francisco (5-9)---Jim Plunkett comes home to resolve '49'ers QB dilemma and regain his old Stanford target Gene Washington, but most important addition is new head coach Monte Clark, who built Miami line.
4. New Orleans (2-12)---Hank Stram, in coaching comeback, gets second chance to devise "Offense of 70's" after first try failed. While waiting for QB Archie Manning's sore arm to come around, Bobby Scott moved into tentative No. 1 role with sharp exhibition work. Impressive running talent in Chuck Muncie and Tony Galbreath joining Mike Strachan, but Saints need help in line.
5. Seattle---Veteran offensive line and adequate defense have enabled Seahawks to stay close in most exhibitions. Coach Jack Patera trying to bolster backfield with waiver pickups. Rookie lefty Jim Zorn and Neil Graff competing for QB jobs. Decent group of receivers topped by free agent signee Ahmad Rashad.

I DON'T GAMBLE, BUT I'D BET A CIGAR (MURIEL) THAT -

Dinah Shore blew her horn when told that the \$205,000 Carlton Ladies Golf Tournament had beaten out her own tourney by \$5,000 to become the richest jackpot ever in women's sports.

The Yankees' success script was written the very moment President Gabe Paul quarterbacked the deal for speedster Mickey Rivers with the Angels.

When Paul Richards hangs it up as the White Sox manager, his successor will be coach Jim Busby.

It would be a good idea to have boxing gloves and a referee available if Don Canham, Michigan's A.D., and Big 10 Commissioner Wayne Duke are invited to the same football tailgate party.

When the Reds and the Phillies battle in the NL championship series, Charlie Hustle (Pete Rose) will prove to be the difference between the two clubs.

The Phillies' Mike Schmidt would dearly love to play fulltime in Chicago's Wrigley Field where he's swatted 7 of his homers this year.

Tony Taylor, Jr., the 11-year-old son of the Phillies' veteran, has his father talking to himself because he favors basketball over baseball.

Stan Musial will tell Red Schoendienst, his longtime friend, to come work for him if the redhead is unseated as the Cardinals' skipper.

Stanley Dancer's Nevele Thunder will win the Hambletonian, September 4, followed by Steve Lobell, Quick Pay, Lola's Express, and Soothsayer.

The stage was set for more girl caddies in major golf tournaments when 10 attractive lassies caddied in the recent Western Amateur Golf Tournament at the Point of Woods Club in Benton Harbor, Michigan.

If the Chicago Cubs are as hot in September as they were in early August, manager Jim Marshall will be retained for his third straight one-year contract.

If Ford is elected, Ronald Reagan will be offered a Cabinet post.

Papa Bear George Halas will break 100 ... and I'm not talking about golf.

George Foster outhits Billy Matlock, 1975's Batting Champion, this season.

Randy Jones will not win 30 games this year.

No one was more surprised than Robert Dole at becoming Ford's VP pick ... he was only looking for Honorable Mention.

Both pineapple and peanuts will be served at Independent Party get-togethers this fall.

As the new Ford becomes stronger ... so will the stock market.

*Jimmy "The Greek" Snyder*

PM 3 46



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THE WHITE HOUSE

WASHINGTON

October 4, 1976

MEMORANDUM FOR:

JACK MARSH  
DICK CHENEY

FROM:

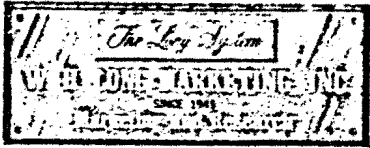
MAX FRIEDERSDORF *M.F.*

Senator Helms called today to report a poll released by the W. H. Long Research Poll, of Greensboro, indicating that the President is leading 53.6% to 37.5% over Carter statewide in North Carolina.

Helms said he has respect for this poll because of its accuracy in his own Senate race, which was off by only .069%.

A copy of the poll is attached.

cc: Jim Baker  
Dave Gergen  
Bill Greener  
Jim Cavanaugh  
Ron Nessen



"My first wish is to see this plague of mankind, war, banished from the earth." -- George Washington, 1732-1799.

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September 1976 • LMNCP-76

LONG MARKETING NORTH CAROLINA POLL  
Released To Subscribers October 1, 1976

**RESULTS AND ANALYSES**

For Exclusive Use Of LMNCP Subscribers\*

9 23 14 '76  
Polling dates: September 1-28, 1976 Page 1 of 4

**QUESTION 1** -- U S. Senator Robert B. Morgan of North Carolina has been quoted recently as saying the F B I. is "rotten to the core" and is the "greatest threat to America" Do you agree with him in either or both of these statements?

**Results:** Yes, 8.8%. No, 57.6%. Conditional Yes, 14.6%. Conditional No, 6.0%. Undecided, 10.9%. No answer or no opinion, 2.1%.

**Analysis:** This poll reached 976 North Carolina households between September 1 and 28; in 89 counties from east to west, comprised of 69% male and 31% female respondents ranging in age from 19 to 91 years. See page 4 for other demographics. On this question, suggested to us by several subscribers who, as far as we know, are not active in politics, North Carolina's junior Senator took quite a drubbing from a virtually all-voter panel. Those with outright yes/no opinions concerning the question were against Morgan's quoted statements by 6½ to 1. Adding together outright and conditional yes/no votes to obtain a comparison, the panel was against the statements 2½ to 1. A convincing majority of all panelists answering said "no" and only about one-seventh hedged or would not express an opinion. An interesting question is, will the electorate forget this incident by the time Mr. Morgan runs for re-election in 1980?

**QUESTION 2** -- The general election will be Tuesday, November 2, 1976. Are you going to vote for Jimmy Carter or Gerald Ford for President of the United States on that day?

**Results:** Jimmy Carter, 37.5%. Gerald Ford, 53.6%. Neither one, 2.2%. Undecided, 6.0%. No answer, .7%. Not registered to vote, 0%.

**Analysis:** Partisan readers of these results, before flying off the handle, should look soberly at the results of questions 5, 7 and 9 in this same poll before poo-pooing an adverse finding in North Carolina in September 1976. The same men and women in an all-registered-voters panel, fairly well divided between Democrats and Republicans in accordance with actual North Carolina registrations at this time, gave the President a 16 point spread. The reaction came from a healthy 91.1% of the panel; leaving only 8.9% voting for neither man, undecided, or not responding. Going back in LMNCP Polls of the equivalent period in 1972, and the 3-1 majority of registered Democrats over registered Republicans has changed very little in those four years, we find a parallel between the Nixon/Agnew and McGovern/Shriver tickets, when the former had a strong lead over the latter six weeks or so before the 1972 general election. LMNCP analysts, seeing the questionnaires, reading what the respondents say in addition to their Carter-or-Ford voting, believe that Mr. Ford's strategists would do well to pay plenty of attention to North Carolina between now and November 2. Mr. Carter's charm is starting to wear thin. This question will be polled again in October with a different panel of some 1,000 Tar Heels.

**QUESTION 3** -- The publisher of a New England daily newspaper, reputedly a wealthy man, the father of a daughter, recently published an editorial advocating a net limit of \$750,000 on inheritances by any individual. Do you agree with his recommendation?

**Results:** Yes, 11.4%. No, 73.0%. Conditional Yes, 3.2%. Conditional No, 2.5%. Undecided, 8.6%. No answer, 1.3%.

**Analysis:** By better than 6 to 1 in the outright yes/no vote, North Carolinians rejected the stand of Mr. William Loeb, publisher of the Loeb Newspapers, leaving the

(Q.3 cont.) inescapable conclusion that as inhabitants of one of the "middle poor" states in the country, North Carolinians hunger after all the wealth they can accumulate, whether by earning it or inheriting it. In fairness to the proposer of this prohibition upon very large inheritances, it should be said that he was criticizing the histories of use of huge family fortunes, such as those of the Rockefeller, Kennedy and Ford families. It is generally conceded that much of their money is donated to support of liberal, even radical foundations, causes and movements -- whereas the founders of the fortunes were hard-headed business men who, in their lifetimes, showed little concern for the losers of society.

-----

**QUESTION 4** -- There are 3,939,000 North Carolinians of voting age (18 or over) who are eligible to vote. Of these, about 2,350,000 (60%) are registered to vote. And of the latter group, only about 40% of the Democrats and less than 20% of the Republicans voted in the August 17 primary -- despite a choice of several candidates for most major offices. Which one of the following statements (if any) comes closest to your opinion of the reason for the low vote?

**Results:** People, by and large, are turned off by political candidates, 17.5%. People, by and large, no longer believe their vote counts for much, 19.5%. People, by and large, find it too difficult to go to the polls and vote, 3.8%. People, by and large, feel that no matter who gets elected, the winners then no longer care what the people think or want, 30.7%. People, by and large, want to vote for political philosophies, such as conservative or liberal or moderate, not for party candidates, 6.8%. None of these choices suits me, 12.5%. "Apathy" (write-in choice), 3.8%. No answer, 5.4%.

**Analysis:** Trying to get at the root causes for the ominously and steadily increasing voter apathy in our state, LMNCP asked this rather lengthy--but nevertheless comprehensive--question which offered thinking panelists six choices. The panel was patient with it, and, LMNCP analysts think, dealt with it with an open mind. Obviously no majority opinion can emerge from such a tough question, but it may be seen from the above results that by a good plurality the panel thought the fourth choice--"they don't care about us after they get elected"--was the most popular; followed by the second--"our vote doesn't count for much." One may here be reading one of the real tragedies of the twentieth century: the sudden, and to many inexplicable, nation-wide trend toward not voting as a way to express one's displeasure with politics and politicians.

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**QUESTION 5** -- Assuming that David Flaherty, Republican, and James B. Hunt, Jr., Democrat, are the major party candidates for Governor on November 2, which one will you vote for? (at time question written, runoff primary had not been held)

**Results:** David Flaherty, 33.7%. Jim Hunt, 60.3%. Neither, 3.2%. Undecided, 2.2%. No answer, .6%.

**Analysis:** Again we call your attention to the Ford preference in question 2 preceding. Here, the panel flipflops and chooses Mr. Hunt over Mr. Flaherty by a whopping 26+ points, with only 6% of the panel begging an answer. Based on this, coming 6-9 weeks before election, LMNCP believes that Mr. Hunt will win the Governorship handily, as he did his party's nomination in the primary in August, with an extremely light voter turnout virtually handing the office to him on a silver platter. Mr. Flaherty does not have the same kind of coattails to hang on as did Mr. Holshouser in 1972. The Republican Party in North Carolina is at its lowest ebb in many years: its in-state "leadership" inexperienced and discouraged; its only viable element the obvious majority of hard-nosed conservatives led by Senator Jesse A. Helms. And Senator Helms' statewide popularity among Democrats as well as his own minority party is unlikely to bedazzle him and cause him to jump into any GOP candidate's camp. He is a cinch for nomination against any visible Republican in 1978; and it is unlikely any Democrat in sight can unseat him after his first six-year term, because his popularity spans both parties and most Independents.

**QUESTION 6** -- A survey by Standard & Poors reveals that last year, medical expenses as a group increased 11%; and among these, hospital room charges increased 16%, hospital service charges 15%, and doctor's fees 13%. Of the latter three, which do you think were justified or unjustified?

**Results:** Hospital room charges: Justified, 30.0%. Not justified, 55.8%. Undecided, 8.8%. No answer, 5.4%.  
Hospital service charges: Justified, 29.2%. Not justified, 54.3%. Undecided, 11.1%. No answer, 5.4%.  
Medical doctors' fees: Justified, 17.8%. Not justified, 66.6%. Undecided, 8.9%. No answer, 6.7%.

**Analysis:** Clearly, this panel representing 89 counties in North Carolina, and comprised mainly of people who can better afford medical care and/or who have better insurance protection against catastrophic medical care losses, were uniformly of the opinion that none of the three increases was justified. And in each case, a clear majority of the panel thought that way. Those believing the increases were justified in no case could muster a third of the panel vote. Those undecided or not answering, while higher than usual LMNCP averages, were none the less a minority. The medical profession got the worst of it with two-thirds of the panel saying their 13% increase, smallest of the three, was not justified.

**QUESTION 7** -- Assuming that Jimmy Green, Democrat, and William S. Hiatt, Republican, are the major party candidates for Lieutenant Governor on November 2, which one will you vote for? (at time question written, runoff primary had not been held)

**Results:** Jimmy Green, 64.4%. William S. Hiatt, 23.8%. Neither, 7.9%. Undecided, 2.9%. No answer, 1.0%.

**Analysis:** Compare results above with preceding questions 2 and 5. Despite this panel's 16 point preference for President Ford, once again it opts heavily for Democrat Green over Republican Hiatt for the state's number 2 elected spot. Mr. Green, at least with this panel, enjoys an even larger margin over Mr. Hiatt than Mr. Hunt enjoys over Mr. Flaherty: an almost incredible 40 points. It is LMNCP analysts' opinion -- always frankly stated in plain English in these poll reports -- that the fault lies not in the lesser merits of the Republican candidates vs. the Democratic candidates, man for man, as it does in the wrecking job so obviously done on the North Carolina Republican Party by its titular leader and his aides (let us not forget his aides) since it unexpectedly won the Governorship in 1972. This was clearly indicated in the ridiculous legislative losses the GOP sustained in 1974, with its own Governor in Raleigh; and now is coming home to roost, for fair, in the more important general election of 1976. The only possible conclusion is: Mr. Green is as good as elected, now.

**QUESTION 8** -- Would you favor action by the General Assembly and the new State Administration in 1977, to build more jails in selected areas of North Carolina to house the increasing numbers of prisoners -- keeping in mind that several millions of dollars would be involved, which under present conditions likely would result in tax increases?

**Results:** Yes, 43.8%. No, 26.3%. Conditional Yes, 12.7%. Conditional No, 4.1%. Undecided, 11.7%. No answer or no opinion, 1.4%.

**Analysis:** Among those with outright yes/no opinions, the General Assembly could decide on an expanded prison system in North Carolina, and win majority approval of it; because pooling outright and conditional votes, the ayes have it by 56.5% to 30.4%, presaging about a 5-3 majority in favor. Undecideds and those not answering comprised only about one-eighth. Numerous voluntary comments by respondents related to "the constant talk" or "those scary figures" on increasing crime in the state; and the people went on to say that they wanted the criminals in North Carolina dealt with summarily and given stiff prison sentences,

(Q.8 cont.) when they came before the courts. Although not asking for it, the question set off still another clamor from many panelists for "tough judges," against "soft judges," "crooked lawyers," "lax laws that let criminals go scot free," "what is the use of finding any of them guilty when they get off no matter how many witnesses have testified to their guilt," and so on.

**QUESTION 9** -- In order to establish a comparative statistical basis for several questions in this survey, would you please (remembering it is anonymous) indicate your voting status at this time?

**Results:** Registered Democrat, 75.5%. Registered Republican, 22.8%. Registered Independent/No Party, 1.3%. Registered other parties, .4%. Not registered, 0%. No answer, 0%. Planning to change party registration soon, included among foregoing, .7%.

**Analysis:** The panel used for our September poll turned out to be within 2% of correct proportions of major party registrations, as of the time the poll was taken. This leads LMNCP analysts to believe that the results of the political questions in this poll are accurate and representative of the majority electorate. LMNCP was severely, and in some cases vengefully, criticized for its August 1 report on LMNCP-76, taken in July and ending July 26, three weeks before the August 17 primary, for showing a virtual standoff as of that date between Mr. Hunt and Mr. O'Herron. That was actually the result of the poll to the first decimal point; and other reliable polls taken privately in the state at the same time also showed Mr. Hunt with less than a majority three weeks before the primary. What these good people fail to realize and recognize is, Mr. O'Herron's campaign organization and/or their candidate exposed at almost this precise time some very unintelligent "desperation" advertising, which nullified any chance Mr. O'Herron had to get Mr. Hunt into a runoff. Today's "vanishing voter" can flipflop in a hurry, when rubbed the wrong way.

**QUESTION 10** - Do you (a) have more respect for a sinful person who quietly reforms, and thereafter lives a decent personal life without proclaiming his conversion to others; or (b) more respect for a person who publicly proclaims his conversion, and expects praise for it?

**Results:** First type, 90.0%. Second type, 4.6%. No answer or no opinion, 5.4%.

**Analysis:** This question, asked at the request of a subscriber keenly interested in the impact of evangelists on contemporary religious faiths, indicates a huge majority in favor of man or woman who is "quiet" about religious experiences.

**Respondents Chiefly In These Counties:** Alamance/Alexander/Anson/Ashe/Avery/Beaufort/Bladen/Brunswick/Buncombe/Burke/Cabarrus/Caldwell/Camden/Carteret/Catawba/Chatham/Cherokee/Chowan/Clay/Cleveland/Columbus/Craven/Cumberland/Currituck/Dare/Davidson/Davie/Duplin/Durham/Edgecombe/Forsyth/Franklin/Gaston/Gates/Graham/Granville/Greene/Guilford/Halifax/Harnett/Haywood/Henderson/Hertford/Hoke/Iredell/Jackson/Johnston/Lee/Lenoir/Lincoln/Macon/Madison/Martin/Mecklenburg/Mitchell/Montgomery/Moore/Nash/New Hanover/Northampton/Onslow/Orange/Pamlico/Pasquotank/Pender/Perquimans/Person/Pitt/Polk/Randolph/Richmond/Robeson/Rockingham/Rowan/Rutherford/Scotland/Stanly/Stokes/Surry/Transylvania/Union/Vance/Wake/Watauga/Wayne/Wilkes/Wilson/Yadkin/Yancey. 89 of North Carolina's 100 counties.

**Editor's Note:** Subscribers desiring one to four gratis copies of a reprint of W. H. Long's most recent article, in Marketing News, entitled "10 ways for pollsters to get off professional pedestals and get at the grass roots..." kindly communicate with Long Marketing referring to this footnote, and same will be sent. This was the invitation article on Political Research for the publication's annual Market Research Issue.

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Marketing News

Sept. 10, 1976

Political research (and advertising) in America after 200 years

**10 ways for pollsters to get off professional pedestals  
and get at the grassroots, including use of mail surveys**



worth of the same product as it did in 1940.

As one of the financially and reputationally humblest of these pollsters, operating a family business aged 31 summers as my ancestors did in 1776, I am too old to hate or despise my peers. But I

— against the world's largest bureaucracy, which is stifling the fundamental principles of our history and our daily existence!

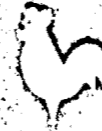
OUR COMMUNICATIONS now are virtually instant. Our numbers are in excess of 215 million. Yet, as

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mail — with only the amount of personal interviews needed to obtain a reliable sample. When a person writes or types on a simple, forthright, understandable questionnaire, and returns it to the research house anonymously in a postpaid business reply envelope, answering (within reasonable limits) when and as he feels like it, I believe the result is demonstrably more reliable than when an attempt is made to gain the same information only through personal interviews or only through phone interviews.

7. It is better, for client and research house, to do two or even three separate 10-question polls, to get all the necessary information, than the increasingly incredible practice of 167-question, 17-page questionnaires (no exaggeration, we have several such in file), devised by some learned pedant to be asked, unannounced, by an underpaid interviewer (\$2.75-\$3.50 per hour) standing on someone's doorstep in the cold or heat, while said pedant and his uninitiated politician client expect the "mark" to stand still one to two hours for such idiocy and still tell the truth.

8. Eliminate silly, offensive, or absolutely repelling questions. (Of course, using the all-mail method, working from carefully prepared lists of people with known voting habits, known incomes and living standards, known participation in the democratic process, to state a few, is demonstrably more reliable because such questions do not have to be asked.)

We have learned the hard way, repeatedly over 30 years, that if you want to turn 'em off and turn 'em into liars about their innermost thoughts, just ask "Is your husband in the \$X,XXX or \$YY,YYY annual income bracket?" or "Would you check this card for me to indicate your religion?" Who the hell cares, when all you really want to know is which candidate will they vote for when they get into the booth or what they really think about welfare?

9. Use the cheaper mail polling method and eliminate that most insulting, annoying, and needless

sophisticated random sampling methods — as increasingly unreliable in American society where, unfortunately, the body politic is: A. more distrustful of politicians, B. less able to comprehend and respond to verbal questions, and C. reduced to something like 38 or 39 percent of the electorate and 21 or 22 percent of all sane males and females eligible to vote.

Political research has for years sunk deeper into formulae ruts (formulae of publicity-avid, competing polling firms). As they themselves know best, they're spinning their wheels when it comes to knowing what the decision maker mass really believes, feels, and wants. Of course, many of their client politicians don't give a damn what their constituents think.

Never before have Americans been so remote from those chosen by party and pressure-group minorities to represent (or misrepresent) them. A natural result of this, in polling, is that samples of even the best pollsters have become ridiculously small: 1,200 or 1,800 people in a nation of 215 million.

At Long Marketing, we will not do a national poll that does not reach into 21,000 to 24,000 homes and into every one of the more than 425 congressional districts. Our polls deal almost exclusively with decision makers and return an average of 98 percent-plus registered voters within 1 or 2 percent of the proportions of actual party registrations in each state.

In North Carolina — with some 2.35 million registered voters, out of a total population of some 5.4 million people — we reach, as of August, into 1,021 homes in our monthly statewide poll. The total is adjusted each time our excellent State Board of Elections publishes its exhaustive and remarkably accurate breakdowns.

IN NORTH CAROLINA'S first August primary, another possible contrary trend in political campaigning that has a bearing on political polling evidenced itself in our Democratic gubernatorial

"creativity" fails, their candidate's goose is cooked. I believe 40 percent to 50 percent of political ad expenditures are wasted.

RESEARCHERS, BOTH political research specialists and those only occasionally involved in political campaigns, are also to blame, along with those roses that bloom every two or four years — the political campaign managers. The researcher's principal deficiency is to apply solely academic, or solely commercial, research standards and techniques to political research and political polling.

Their second deficiency is to be awed by either their sponsor, his campaign manager, or his campaign ad agency. Researchers — and the more degrees, the more the deficiency is pronounced — tend to be introverts, scared stiff of raw power or bluster, and afraid to stand up and demand equality, at least, for the one science on which productive campaigns can be built and be predictably successful: namely, solid research before a single campaign wheel turns.

You cannot advertise a candidate into office any more, and you certainly cannot "research" him into office when either of these two necessary crafts, skills, or whatever you choose to call them are tampered with. The two should work together in the reverse order: first do the research and keep it updated, then do the advertising; or as you may choose to call it, the marketing.

The broad side of media apparently thinks otherwise, but the Presidential election of 1976 is not already decided. It will not be decided until the night of Nov. 2.

We are an unpredictable people, and a sudden, spontaneous turnout of the large part of the 60-65 percent of voters who do not vote could propel either set of candidates into office; even reduce Senate and House majorities substantially. Because after the last poll is tabulated, in the last analysis — and, hopefully, forever in this country — the people still have the last say and the last vote.

MM

A forum—ideas, analysis, diverse opinion

Chicago Tribune - November 25

Harris Survey

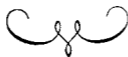
**Ford wins '76 heat  
over 5 Democrats**



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This month KRUZ begins a series of special "Community Salute Concerts". The Evening Concert, with Lincoln Mayorga, host, will spotlight your community ... its history, its landmarks, its industry, its people. All community legends, myths, and facts will be welcome, and these programs will be available for sponsorship by community businessmen and/or corporations. We look forward to your participation in your night.

### \*\*\*JULY CONCERT HIGHLIGHTS\*\*\*

- 1 thru 7 .. The Music of America
  - 10 .. Pops Concert, Eastern European Favorites
  - 17 .. Pops Concert, A Night with Lincoln Mayorga
  - 20 .. Armstrong Walks On the Moon, 1969
  - 24 .. Pops Concert, Great Melodies the World Loves Best
  - 26 .. In Concert with Heifetz
  - 31 .. Pops Concert, More Great Melodies
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### \*\*\* KRUZ FEATURES \*\*\*

KRUZ QUESTION ... 6:30-9:30AM MON-FRI  
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SURFSIDE WEATHER ... 7&8 AM MON-SAT  
CLOSING STOCKS ... 2&6 PM MON-FRI  
AWAKE MY HEART 6:00-9:00AM SUNDAY  
ABC NETWORK NEWS ... 5 OF THE HOUR  
4AM-9AM . 12NOON . 4PM-8PM . 10&11PM

# The Evening Concert

presented each evening 8:00 to 10:00 pm

on  
KRUZ Stereo  
103.3

Santa Barbara, California



THURSDAY, JULY 1  
THE MUSIC OF AMERICA

Barber: Overture to "The School for Scandal"  
Howard Hanson/Eastman-Rochester Orchestra  
Piston: Symphony No. 2  
Michael Tilson Thomas/Boston Symphony Orch  
Gershwin: An American in Paris  
Philadelphia Orchestra/Eugene Ormandy  
Hovhanness: Avak, The Healer  
Marni Nixon, soprano/Thomas Stevens, trumpet  
Ernest Gold/Crystal Chamber Orchestra  
Mennin: Symphony No. 5  
Howard Hanson/Eastman-Rochester Orchestra  
Copland: Two Pieces for String Orchestra  
Copland: Quiet City  
Aaron Copland/London Symphony Orchestra

FRIDAY, JULY 2  
THE MUSIC OF AMERICA

## "Santa Maria Night"

Bennett: Suite of Old American Dances  
Frederick Fennell/Eastman Wind Ensemble  
Scott: Three Rags for piano  
William Bolcom, piano  
Joplin: Three Rags from The Red Back Book  
New England Conservatory Ragtime Ensemble  
Gunther Schuller, conductor  
Gershwin: Piano Music, including: "Rialto  
Ripples" - "Three Preludes" - "Impromptu in  
Two Keys" - "Three-Quarter Blues" - "Piano  
Playin' Jazzbo Brown" - and "Promenade"  
William Bolcom, piano  
Ellington: New World A'Coming  
Duke Ellington, piano  
Erich Kunzel/Cincinnati Symphony Orchestra  
Ellington: Tone Parallel to Harlem  
Duke Ellington and his Orchestra  
Bernstein: Dances from "West Side Story"  
Robert Russell Bennett/RCA Symphony Orch  
Copland: Music for the Theater  
Leonard Bernstein/New York Philharmonic

SATURDAY, JULY 3  
THE MUSIC OF AMERICA  
\*\*\*POPS CONCERT

Happy Birthday, America! A musical extra-  
vaganza of favorite patriotic songs, marches  
and hymns to celebrate America's 200th Birthday!

SUNDAY, JULY 4  
THE MUSIC OF AMERICA

Copland: Fanfare for the Common Man  
Aaron Copland/London Symphony Orchestra  
Patriotic Medley featuring the Mormon  
Tabernacle Choir and The Philadelphia  
Orchestra, conducted by Eugene Ormandy  
Copland: Lincoln Portrait  
Henry Fonda, narrator  
Aaron Copland/London Symphony Orchestra  
Ives: Symphony No. 2  
Leonard Bernstein/New York Philharmonic

Gould: Ballad for Band  
Schuman: George Washington Bridge  
Frederick Fennell/Eastman Wind Ensemble  
Ives: Fourth of July  
Leonard Bernstein/New York Philharmonic  
Piston: Tunbridge Fair  
Barber: Commando March  
Frederick Fennell/Eastman Wind Ensemble  
Closing Medley of Patriotic favorites  
performed by the Mormon Tabernacle Choir  
and The Philadelphia Orchestra

MONDAY, JULY 5  
THE MUSIC OF AMERICA

## "Santa Barbara Night" sponsored by

Earline Bradley, Realtor

Shepherd: The Old Chisholm Trail from "Horizons"  
Louis Lane/Cleveland Pops Orchestra  
Grove: Grand Canyon Suite  
Philadelphia Orchestra/Eugene Ormandy  
Copland: Billy the Kid - ballet suite  
Morton Gould and his Orchestra  
Mennin: Piano Concerto  
John Ogdon, piano  
Igor Buketoff/Royal Philharmonic Orchestra  
Harris: Third Symphony  
Leonard Bernstein/New York Philharmonic  
Elwell: Suite from "The Happy Hypocrite"  
Louis Lane/Cleveland Pops Orchestra

TUESDAY, JULY 6  
THE MUSIC OF AMERICA

Copland: Our Town  
Aaron Copland/London Symphony Orch  
Schuman: New England Triptych  
Eugene Ormandy/Philadelphia Orchestra  
Ives: Symphony No. 3  
Eugene Ormandy/Philadelphia Orchestra  
Schuman: Concerto for Violin and Orchestra  
Paul Zukofsky, violin  
Michael Tilson Thomas/Boston Symphony  
Griffes: Poem for Flute and Orchestra  
Joseph Mariano, flute  
Howard Hanson/Eastman-Rochester Orchestra  
Griffes: White Peacock  
Andre Kostelanetz and his Orchestra  
Griffes: The Pleasure-Dome of Kubla Khan  
Andre Kostelanetz and his Orchestra  
Menotti: Suite from "Amahl and the Night  
Visitors"  
Louis Lane/Cleveland Pops Orchestra

WEDNESDAY, JULY 7  
THE MUSIC OF AMERICA

## "Ventura Night"

Persichetti: Divertimento for Band  
Frederick Fennell/Eastman Wind Ensemble  
Gershwin: "I Got Rhythm" Variations  
Gershwin: Second Rhapsody  
Leonard Pennario, piano  
Alfred Newman/Hollywood Bowl Symphony  
Copland: Dance Symphony  
Aaron Copland/London Symphony Orchestra  
Bernstein: Facsimile (Choreographic Essay)  
Robert Irving/Concert Arts Orchestra  
Barber: Medea Ballet Suite, Opus 23  
Howard Hanson/Eastman-Rochester Orchestra  
Yardumian: Passacaglia, Recitatives and Fugue  
(A Concerto for piano and orchestra)  
John Ogdon, piano  
Igor Buketoff/Royal Philharmonic Orchestra

THURSDAY, JULY 8

Tchaikovsky: Marche Slav  
 Sir Adrian Boult/London Philharmonic  
 Mussorgsky-Ravel: Pictures at an Exhibition  
 Lorin Maazel/New Philharmonia Orchestra  
 Liszt: Five Hungarian Rhapsodies, Nos. 4-8  
 Michele Campanella, piano  
 Rachmaninoff: Piano Concerto No. 4  
 Philippe Entremont, piano  
 Eugene Ormandy/Philadelphia Orchestra  
 Mussorgsky: Scherzo in B flat - Intermezzo  
 in modo classico - Ceremonial March  
 Marc Andraee/Munchner Philharmoniker

FRIDAY, JULY 9

Auber: Le Domino Noir - overture  
 Albert Wolf/Paris Conservatoire Orch  
 Magnard: Symphony No. 3  
 Ernest Ansermet/Suisse Romande Orchestra  
 Chopin: Fantasie Impromptu, Opus 66  
 Chopin: Etude, No. 3, Opus 10  
 Chopin: Valse No. 2, Opus 64  
 Chopin: Barcarolle, Opus 60  
 Ivan Davis, piano  
 Gounod: "Juliet's Waltz Song"-ROMEO AND JULIET  
 Delibes: "Bell Song" - from LAKME  
 Delibes: "Tu M'as Donne le Plus Doux Reve"  
 Thomas: "Ophelia's Mad Scene" - from HAMLET  
 Mady Mesple, coloratura soprano  
 Jean-Pierre Marty/Paris Opera Orchestra  
 Chopin: Ballade, Opus 23  
 Chopin: Nocturne No. 2, Opus 27  
 Chopin: Valse No. 1, Opus 64  
 Chopin: Scherzo, Opus 39  
 Ivan Davis, piano  
 Delibes: La Source - ballet selections  
 Peter Maag/Paris Conservatoire Orchestra

SATURDAY, JULY 10

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 Brahms - Moldau by Smetana - Roumanian  
 Rhapsody by Enesco - Slavonic Dances by  
 Dvorak - and Polovetsian Dances by Borodin.

SUNDAY, JULY 11

"Thousand Oaks Night"

Bach: Chorale: Wachet auf, ruft uns die Stimme  
 Maurice Andre, trumpet  
 Bach: Suite No. 2 in B minor for trumpet,  
 String Orchestra and Harpsichord  
 Maurice Andre, trumpet  
 Jean-Francois Paillard Chamber Orchestra  
 Mozart: Sinfonia Concertante, K364  
 David and Igor Oistrakh  
 Kyril Kondrashin/Moscow Philharmonic Orch  
 Beethoven: Piano Sonata No. 6, Opus 10, No. 2  
 Emil Gilels, piano  
 Bizet: Symphony in C major  
 Ernest Ansermet/Suisse Romande Orchestra  
 Mozart: Duo in G major, for violin and viola  
 David and Igor Oistrakh

MONDAY, JULY 12

Gliere: The Red Poppy - excerpts  
 Yuri Fayer/Bolshoi Theater Orchestra  
 Khatchaturian: Cello Concerto  
 Christine Walevska, cello  
 Eliahu Inbal/Monte Carlo National Orch  
 Scriabin: Piano Sonata No. 8  
 Igor Zhukov, piano  
 Shostakovitch: Symphony No. 6  
 Yevgeny Mravinsky/Leningrad Philharmonic

TUESDAY, JULY 13

"Oxnard Night"

Lalo: "Le Roy d'Ys" - overture  
 Antonio de Almeida/Monte Carlo National  
 Opera Orchestra  
 Lalo: Symphony in G minor  
 Antonio de Almeida/Monte Carlo National  
 Opera Orchestra  
 Toch: Sonata for violin and piano  
 Eudice Shapiro, violin  
 Ralph Berkowitz, piano  
 Berlioz: Les Nuits d'Ete, Opus 7  
 Victoria delos Angeles  
 Charles Munch/Boston Symphony Orchestra  
 Sor: Sicilienne in D minor  
 Andres Segovia, guitar  
 Lalo: Rapsodie  
 Antonio de Almeida/Monte Carlo National  
 Opera Orchestra

WEDNESDAY, JULY 14

Beethoven: Fidelio Overture  
 Leonard Bernstein/New York Philharmonic  
 Mendelssohn: Violin Concerto in E minor  
 Yehudi Menuhin, violin  
 Raphael Fruhbeck de Burgos/London Symphony  
 Beethoven: Variations in F, Opus 34  
 Beethoven: Eroica Variations, Opus 35  
 Glenn Gould, piano  
 Schubert: Sonata in A minor "Arpeggione"  
 Howard Gelf, cello  
 Lincoln Mayorga, piano  
 Mozart: Symphony No. 41 "Jupiter"  
 George Szell/Cleveland Orchestra

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THURSDAY, JULY 15

"San Luis Obispo Night"

Sowande: Music from "African Suite"  
Paul Freeman/London Symphony Orchestra  
Chausson: Poem of Love and the Sea  
Victoria de los Angeles, soprano  
Jean-Pierre Jacquillat/Lamoureux Concerts  
Faure: Piano Quartet in C minor  
Artur Rubinstein, piano  
Guarneri Quartet  
Hadzidakis: For a Little White Seashell  
Nicolas Constantinidis, piano  
Bartok: The Miraculous Mandarin, complete  
Pierre Boulez/New York Philharmonic

FRIDAY, JULY 16

Glinka: Valse-Fantaisie  
Yevgeny Svetlanov/USSR Symphony Orchestra  
Tchaikovsky: Symphony No. 6 "Pathetique"  
Seiji Ozawa/Paris Orchestra  
Dvorak: Piano Quartet in D, Opus 23  
Beaux Arts Trio with Walter Trampler  
Dohnanyi: Variations on a Nursery Tune  
Ernst von Dohnanyi, piano  
Sir Adrian Boult/Royal Philharmonic Orch  
Wieniawski: Romance  
Wieniawski: Legende  
Arthur Grumiaux, violin  
Edo de Waart/New Philharmonia Orchestra  
Glinka: Oriental Dances from "Ruslan"  
Yevgeny Svetlanov/USSR Symphony Orchestra

SATURDAY, JULY 17

\*\*\*POPS CONCERT

POPS WITH LINCOLN MAYORGA  
Popular selections -- all composed, arranged  
or performed by KRUZ's own Evening Concert  
Host, Lincoln Mayorga. Highlights include:  
Mayorga plays Chopin -- Mayorga in concert  
with singer Ketty Lester -- Mayorga plays  
The Beatles -- Mayorga plays songs by Mayorga.

SUNDAY, JULY 18

Prokofiev: Cinderella - complete ballet  
Gennady Rozhdestvensky/Moscow Radio Symphony  
Prokofiev: Five Melodies  
Denes Zsigmody, violin  
Anneliese Nissen, piano

MONDAY, JULY 19

"Arroyo Grande Night"

Strauss: Gypsy Baron Overture  
Leonard Bernstein/New York Philharmonic  
Brahms: Symphony No. 4 in E minor  
Leopold Stokowski/New Philharmonia Orch  
Chopin: Sonata in B flat minor, Opus 35  
Tedd Joselson, piano  
Mozart: Violin Concerto No. 5 "Turkish"  
Isaac Stern, violin  
George Szell/Columbia Symphony Orchestra  
Bach: Chaconne  
Bach: Preludio  
Bach: Ein' feste Burg  
Leopold Stokowski/London Symphony Orchestra

TUESDAY, JULY 20

ARMSTRONG WALKS ON THE MOON -- 1969

Debussy: Clair de lune  
Eugene Ormandy/Philadelphia Orchestra  
Beethoven: Sonata No. 14 "Moonlight"  
Claudio Arrau, piano  
Holst: The Planets, Opus 32  
Malcolm Sargent/BBC Symphony Orchestra  
Milhaud: La Creation du Monde  
Arthur Weisberg/Contemporary Chamber Ensemble  
Strauss: Also Sprach Zarathustra, Opus 30  
Leonard Bernstein/New York Philharmonic

WEDNESDAY, JULY 21

"Goleta Night"

Bach: Prelude and Fugue in D  
Bach: Chorale Prelude "Wir glauben all'  
an einem Gott" -- Aria "Bist du bei mir" --  
Chorale "O Gott, du frommer Gott," and  
Chorale Fantasia  
Don Smithers, trumpets  
William Neil, organ/Clarion Consort  
Haydn: Symphony No. 99 in E flat major  
Leonard Bernstein/New York Philharmonic  
Mozart: Piano Sonata in C minor  
Claudio Arrau, piano  
Beethoven: String Quartet in E flat, "Harp"  
Juilliard Quartet  
Bach-Walton: The Wise Virgins - suite  
Louis Lane/Cleveland Orchestra

THURSDAY, JULY 22

Rimsky-Korsakov: Capriccio Espagnol  
Kiril Kondrashin/RCA Symphony  
Dvorak: Piano Concerto in G minor, Op. 33  
Justus Frantz, piano  
Leonard Bernstein/New York Philharmonic  
Brahms: Sonata for clarinet in E flat, Op. 120  
(Transcribed for violin by Brahms)  
Isaac Stern, violin  
Alexander Zakin, piano  
Prokofiev: Romeo and Juliet Ballet Suite  
Dimitri Mitropoulos/New York Philharmonic

FRIDAY, JULY 23

"Solvang Night"

Weber: Overture to Oberon  
Leonard Bernstein/New York Philharmonic  
Bruch: Violin Concerto No. 1 in G minor  
Yehudi Menuhin, violin  
Sir Adrian Boult/London Symphony  
Beethoven: Diabelli Variations  
John Browning, piano  
Schumann: Piano Trio No. 1 in D minor  
Beaux Arts Trio

SATURDAY, JULY 24

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Favorite classics by the worlds outstanding  
orchestras and soloists

SUNDAY, JULY 25

"Lompoc Night"

Puccini: Orchestral highlights from  
Madame Butterfly - Tosca - La Boheme -  
Gianni Schicchi - and Manon Lescaut  
Andre Kostelanetz and his Orchestra  
Liszt-Verdi: Concert paraphrases on Operas  
by Verdi, including "Rigoletto" - "Ernani"  
- "Il Trovatore" - "I Lombardi"  
Claudio Arrau, piano  
Sarasate: Carmen Fantasy  
Itzhak Perlman, violin  
Lawrence Foster/Royal Philharmonic  
Verdi: Ballet music from I Lombardi  
Antonio de Almeida/Monte Carlo National  
Opera Orchestra

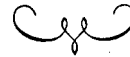
MONDAY, JULY 26

IN CONCERT WITH HEIFETZ

Mahler: Symphony No. 5  
George Solti/Chicago Symphony Orchestra  
Strauss: Violin Sonata in E flat major  
Jascha Heifetz, violin  
Brooks Smith, piano  
Bach: "Prelude, Loure and Gigue" from  
Partita in E major, BWV 1006  
Bloch: "Nigun" from Baal Shem  
Debussy: La Plus Que Lente

Rachmaninoff: Etude-Tableau No. 7  
 Falla: "Nana" from Seven Popular Spanish Songs  
 Kreisler: La Chasse (In the style of Cartier)  
 Ravel: Tzigane (Rhapsodie de Concert)  
 Castelnuovo-Tedesco: Sea Murmurs  
 Jascha Heifetz, violin  
 Brooks Smith, piano  
 (Recorded live at Dorothy Chandler Pavilion  
 in Los Angeles, October 23, 1972)

## " To Think About "



TUESDAY, JULY 27

### "Morro Bay Night"

Mussorgsky: Boris Godunov - Symphonic  
 Synthesis by Leopold Stokowski  
 Leopold Stokowski/Suisse Romande Orchestre  
 Rachmaninoff: Symphony No. 2 in E minor  
 Eugene Ormandy/Philadelphia Orchestra  
 Shostakovich: Preludes and Fugues, Opus 87  
 Nos. 1 - 8  
 Roger Woodward, piano  
 Prokofiev: The Love for Three Oranges Suite  
 Eugene Ormandy/Philadelphia Orchestra

I know not what course others may take;  
 but as for me,  
 give me liberty or give me death.

Patrick Henry

That the Constitution may promote  
 the lasting welfare of that country  
 so dear to us all,  
 and to secure her freedom and happiness,  
 is our most ardent wish.

George Washington

WEDNESDAY, JULY 28

Bach: Brandenburg Concertos, Nos. 3 & 4  
 Raymond Leppard/English Chamber Orchestra  
 Clementi: Sonatinas, Opus 36, Nos. 1 - 6  
 Philippe Entremont, piano  
 Mendelssohn: Piano Concerto No. 1 in G minor  
 Murray Perahia, piano  
 Neville Marriner/Academy St. Martin-in-Fields  
 Mozart: String Quintet No. 6 in E flat  
 Grumiaux Trio with Arpad Gerecz and Max Lesueur  
 Vivaldi: Concerto in C  
 Loeillet: Sonata in C  
 Maurice Andre and Raymond Andre, trumpets  
 Marie-Claire Alain, organ

Let us have faith that right makes might;  
 and in that faith let us to the end,  
 dare to do our duty as we  
 understand it.

Abraham Lincoln

Sometimes people call me an idealist.  
 Well, that is the way I know I am  
 an American.  
 America is the only idealistic nation  
 in the world.

Thomas Woodrow Wilson

THURSDAY, JULY 29

### "Montecito Night"

Chabrier: Fete Polonaise  
 Pierre Dervaux/Paris Conservatory Orch  
 Saint-Saens: Piano Concerto No. 2 in G minor  
 Aldo Ciccolini, piano  
 Serge Baudo/Orchestre de Paris  
 Debussy: Etudes for piano, Book One  
 Paul Jacobs, piano  
 Ravel: Trio for violin, cello and piano  
 Jaime Laredo, violin  
 Jeff Solow, cello and Ruth Laredo, piano  
 Debussy: Etudes for Piano, Book Two  
 Paul Jacobs, piano  
 Chabrier: Habanera  
 Chabrier: Rourre Fantasque  
 Pierre Dervaux/Paris Conservatory Orch

Indeed I tremble for my country  
 when I reflect that God is just.

Thomas Jefferson

I wish to preach, not the doctrine of  
 ignoble ease,  
 but the doctrine of the  
 strenuous life.

Theodore Roosevelt

When peace has been broken anywhere,  
 the peace of all countries,  
 everywhere, is in danger.

Franklin D. Roosevelt

FRIDAY, JULY 30

Khachaturian: Gayne - ballet suite  
 Aram Khachaturian/Vienna Philharmonic  
 Liszt: Hungarian Fantasia  
 Philippe Entremont, piano  
 Seiji Ozawa/New Philharmonia Orchestra  
 Rachmaninoff: Etudes Tableaux, Opus 33  
 Ruth Laredo, piano  
 Bartok: Piano Concerto No. 3  
 Stephen Bishop, piano  
 Colin Davis/London Symphony Orchestra  
 Stravinsky: Three Movements from Petrouchka  
 Misha Dichter, piano  
 Stravinsky-Tomita: The Firebird Suite  
 Isao Tomita/Moog Synthesizer

We dare not forget today that we are  
 the heirs of that first revolution.  
 Let the word go forth from this  
 time and place, to friend and foe alike,  
 that the torch has been passed to  
 a new generation of Americans.

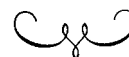
John F. Kennedy

America! America!  
 God shed His grace on thee  
 And crown thy good with brotherhood  
 From sea to shining sea!

Katherine Bates

SATURDAY, JULY 31  
 \*\*\*POPS CONCERT

MORE GREAT MELODIES THE WORLD LOVES BEST  
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 orchestras and soloists.

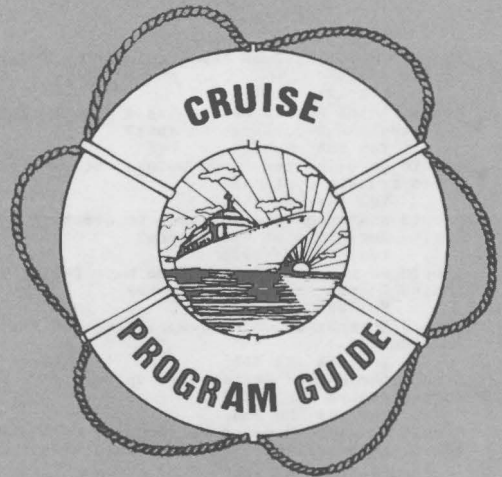


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ED FOLEY, Host

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6:30-9:30am

*CF*

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Yes 12% No 88%
- ✓ Do you think Ronald Reagan has a chance now of becoming the Republican nominee?  
Yes 89% No 11%
- ✓ Should gasoline tax funds be used to develop rapid transit systems?  
Yes 44% No 56%
- Should state agencies be able to overturn majority decisions of the voters?  
Yes No 100%
- ✓ Should we be concerned that we have fallen behind Russia in military power?  
Yes 88% No 12%
- Should Governor Brown be campaigning for the Presidency?  
Yes 15% No 85%
- ✓ Should the United States give up treaty rights to the Panama Canal Zone?  
Yes 5% No 95%
- Should local candidates be required to state their party affiliation in non-partisan elections? Yes 60% No 40%
- Would you favor a county sales tax as a means of easing the property tax burden?  
Yes 82% No 18%
- Should state officials take action now to rebate property tax increases which were in excess of 50%?  
Yes 80% No 20%
- ✓ Are you pleased with the image of Betty Ford as First Lady?  
Yes 63% No 37%
- ✓ Should we increase efforts to replace oil and coal electric power plants with nuclear plants?  
Yes 77% No 23%
- ✓ Do you approve of President Ford backing Henry Kissinger?  
Yes 25% No 25%
- With the year nearly half gone, do you feel the Santa Barbara City Council has been doing its job? Yes 9% No 91%
- Should we allow construction of enough housing to meet the needs of local families?  
Yes 77% No 23%
- Do you think the garbage company is negotiating in good faith with its striking workers?  
Yes 60% No 40%
- ✓ Do you think opponents of the Concrde made too much fuss?  
Yes 58% No 42%
- Do you favor legislation that would require California voters to vote at their permanent residence?  
Yes 86% No 14%
- Would you like to see Goleta residents have more say over what happens at the airport?  
Yes 93% No 7%

Ran -  
F-11

Jack

UP-033

(POLITICS)

NEW YORK (UPI) -- A LOUIS HARRIS SURVEY RELEASED TODAY INDICATED THAT IF A PRESIDENTIAL ELECTION HAD BEEN HELD THE FIRST WEEK IN NOVEMBER, PRESIDENT FORD WOULD HAVE WON OVER ANY OF FIVE DEMOCRATS.

THE POLL TAKEN NOV. 1-4 SHOWED AMERICANS WANT TO KEEP A BIPARTISAN FEDERAL GOVERNMENT, WITH CONGRESS FIRMLY DEMOCRATIC BUT WITH A REPUBLICAN AS PRESIDENT.

ACCORDING TO THE SURVEY, PRESIDENT FORD WOULD HAVE BEATEN ANY OF FIVE DEMOCRATS NOW CONSIDERED LIKELY CANDIDATES FOR THE PRESIDENCY BY MARGINS OF SEVEN TO 33 PER CENT.

HARRIS SAID HIS SURVEY ALSO INDICATED THAT VOTERS ARE GROWING INCREASINGLY INDEPENDENT AND TICKET SPLITTING HAS BECOME MORE POPULAR.

"THE FUTURE OF BOTH MAJOR POLITICAL PARTIES APPEARS TO BE AT LEAST SHAKY," HARRIS SAID.

HE SAID THAT A SURVEY BREAKDOWN, ALLOCATING UNDECIDED VOTES PROPORTIONATELY, SHOWED DEMOCRATS GETTING 61 PER CENT OF THE CONGRESSIONAL VOTE AND REPUBLICANS 39 PER CENT.