REPUBLICAN COALITION

			SIZE					X	TURNOUT					X	LOYALTY					X	GROUP PERCENTAGE CONTRIBUTION					
	NT	NL	NP	W	NU	P	N	NCC	NP	W	NU	P	N	NCC	NP	W	NU	P	N	NCC	NP	W	NU	P	N	NCC
1952	63	55.1	64	90	73	74	72	84	72	67	61	58	73	61	56	57	61	61	57	57	75	99	79	75	87	84
1956	60	57.4	75	91	74	75	71	86	67	64	58	56	69	60	59	59	63	62	60	60	84	98	78	75	84	89
1960	64	49.5	77	90	75	75	66	87	70	68	65	61	71	63	50	51	55	63	50	52	83	97	84	90	75	90
1964	63	38.5	81	89	77	74	72	88	67	66	61	60	68	63	40	42	45	44	38	40	89	100	87	80	76	91
1968	62	43.4	84	89	76	74	69	90	65	63	62	60	66	62	44	47	46	49	47	45	90	91	81	80	80	92

NT National Turnout

NL National Loyalty

NP Non-Poor (Over $3,000)

W White

NU Non-Union

P Protestant

N Northern (excluding border states)

NCC Non-Central Cities (outside 12 SMSA's)

DEMOCRATIC COALITION

			SIZE			X			TURNOUT			X			LOYALTY						GROUP PERCENTAGE CONTRIBUTION					
	NT	NL	P	B	U	C	S	CC	P	B	U	C	S	CC	P	B	U	C	S	CC	P	B	U	C	S	CC
1952	63	44.4	36	10	27	26	28	16	46	23	66	76	35	68	47	83	59	57	55	51	28	7	38	41	20	21
1956	60	42.0	25	9	26	25	29	14	40	23	64	72	39	63	47	68	55	53	52	55	19	5	36	38	23	15
1960	64	49.7	23	10	25	25	34	13	46	31	60	74	50	74	48	72	66	82	52	65	16	7	31	47	27	19
1964	63	61.1	19	11	23	26	28	12	45	42	69	72	49	65	69	99	80	75	58	74	15	12	32	36	21	15
1968	62	42.7	16	11	24	26	31	10	44	51	61	68	53	63	44	92	51	61	39	58	12	19	28	40	24	14

NT National Turnout

NL National Loyalty

P Poor ($3,000 year)

B Black and other non-white

U Union member (in household)

C Catholic (and non-protestant)

S South (including border states)

CC Central Cities (12 SMSA's)

Multi-city ADI cross-reference. The following cities are in hyphenated markets, but are not the first city given in such a market; i.e., Troy in Albany-Schenectady-Troy, N.Y. They are listed alphabetically.

Ada, Okla. See Ardmore-Ada, Okla.
Altoona, Pa. See Johnstown-Altoona, Pa.
Asheville, N.C. See Greenville-Spartanburg, S.C.-Asheville, N.C.
Austin, Minn. See Rochester, Minn.-Mason City, Iowa-Austin, Minn.
Bay City, Mich. See Flint-Saginaw-Bay City, Mich.
Beckley, W. Va. See Bluefield-Beckley-Oak Hill, W. Va.
Bismarck, N.D. See Minot-Bismarck-Dickinson, N.D.
Brownsville, Tex. See McAllen-Brownsville, Tex.
Butte, Mont. See Missoula-Butte, Mont.
Cadillac, Mich. See Traverse City-Cadillac, Mich.
Cape Girardeau, Mo. See Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.
Carthage, N.Y. See Watertown-Carthage, N.Y.
Champaign, Ill. See Springfield-Decatur-Champaign, Ill.
Daytona Beach, Fla. See Orlando-Daytona Beach, Fla.
Decatur, Ala. See Huntsville-Decatur-Florence, Ala.
Decatur, Ill. See Springfield-Decatur-Champaign, Ill.
Dickinson, N.D. See Minot-Bismarck-Dickinson, N.D.
Durham, N.C. See Raleigh-Durham, N.C.
Eau Claire, Wis. See La Crosse-Eau Claire, Wis.
El Dorado, Ark. See Monroe, La.-El Dorado, Ark.
Elkhart, Ind. See South Bend-Elkhart, Ind.
Elmira, N.Y. See Syracuse-Elmira, N.Y.
Florence, Ala. See Huntsville-Decatur-Florence, Ala.
Fort Worth, Tex. See Dallas-Fort Worth, Tex.
Glendive, Mont. See Miles City-Glendive, Mont.
Greenville, Miss. See Greenwood-Greenville, Miss.
Gulfport, Miss. See Biloxi-Gulfport-Pascagoula, Miss.
Hampton, Va. See Norfolk-Portsmouth-Newport News-Hampton, Va.
Hannibal, Mo. See Quincy, Ill.-Hannibal, Mo.
Harrisburg, Ill. See Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.
Hastings, Neb. See Lincoln-Hastings-Kearney, Neb.
Hattiesburg, Miss. See Laurel-Hattiesburg, Miss.
High Point, N.C. See Greensboro-Winston Salem-High Point, N.C.
Huntington, W. Va. See Charleston-Huntington, W.Va.
Hutchinson, Kan. See Wichita-Hutchinson, Kan.
Jefferson City, Mo. See Columbia-Jefferson City, Mo.
Johnson City, Tenn. See Bristol, Va.-Kingsport-Johnson City, Tenn.
Kalamazoo, Mich. See Grand Rapids-Kalamazoo, Mich.
Kearney, Neb. See Lincoln-Hastings-Kearney, Neb.
Kingsport, Tenn. See Bristol, Va.-Kingsport-Johnson City, Tenn.
Kirksville, Mo. See Ottumwa, Iowa-Kirksville, Mo.
Lancaster, Pa. See Harrisburg-York-Lancaster-Lebanon, Pa.
Lawton, Okla. See Wichita Falls, Tex.-Lawton, Okla.
Lebanon, Pa. See Harrisburg-York-Lancaster-Lebanon, Pa.
Lynchburg, Va. See Roanoke-Lynchburg, Va.
Mason City, Iowa. See Rochester, Minn.-Mason City, Iowa-Austin, Minn.
Midland, Tex. See Odessa-Midland, Tex.
Mitchell, S.D. See Sioux Falls-Mitchell, S.D.
Moline, Ill. See Davenport-Rock Island, Iowa, Moline, Ill. (Quad City)
Monterey, Calif. See Salinas-Monterey, Calif.
New Bern, N.C. See Greenville-New Bern-Washington, N.C.
New Haven, Conn. See Hartford-New Haven, Conn.
Newport News, Va. See Norfolk-Portsmouth-Newport News-Hampton, Va.
Oak Hill, W. Va. See Bluefield Beckley-Oak Hill, W. Va.
Pascagoula, Miss. See Biloxi-Gulfport-Pascagoula, Miss.
Pensacola, Fla. See Mobile, Ala.-Pensacola, Fla.
Pittsburg, Kan. See Joplin, Mo.-Pittsburg, Kan.
Plattsburgh, N.Y. See Burlington, Vt.-Plattsburgh, N.Y.
Pocatello, Idaho, See Idaho Falls-Pocatello, Idaho
Poland Spring, Me. See Portland-Poland Spring, Me.
Port Arthur, Tex. See Beaumont-Port Arthur, Tex.
Portsmouth, Va. See Norfolk-Portsmouth-Newport News-Hampton, Va.
Pueblo, Colo. See Colorado Springs-Pueblo, Colo.
Redding, Calif. See Chico-Redding, Calif.
Rhinelander, Wis. See Wausau-Rhinelander, Wis.
Riverton, Wyo. See Casper-Riverton, Wyo.
Rock Island, Ill. See Davenport-Rock Island, Iowa, Moline, Ill. (Quad City)
Saginaw, Mich. See Flint-Saginaw-Bay City, Mich.
Santa Maria, Calif. See Santa Barbara-Santa Maria, Calif.
St. Petersburg, Fla. See Tampa-St. Petersburg, Fla.
Schenectady, N.Y. See Albany-Schenectady-Troy, N.Y.
Scranton, Pa. See Wilkes Barre-Scranton, Pa.
Spartanburg, S.C. See Greenville-Spartanburg, S.C.-Asheville, N.C.
Steubenville, Ohio. See Wheeling, W. Va.-Steubenville, Ohio
Superior, Wis. See Duluth, Minn.-Superior, Wis.
Stockton, Calif. See Sacramento-Stockton, Calif.
Sweetwater, Tex., See Abilene-Sweetwater, Tex.
Tacoma, Wash. See Seattle-Tacoma, Wash.
Temple, Tex. See Waco-Temple, Tex.
Texarkana, Tex. See Shreveport, La.-Texarkana, Tex.
Troy, N.Y. See Albany-Schenectady-Troy, N.Y.
Washington, N.C. See Greenville-New Bern-Washington, N.C.
Waterloo, Iowa. See Cedar Rapids-Waterloo, Iowa
Weston, W. Va. See Clarksburg-Weston, W. Va.
Winston-Salem, N.C. See Greensboro-Winston-Salem-High Point, N.C.
York, Pa. See Harrisburg-York-Lancaster-Lebanon, Pa.
Yuma, Ariz. See El Centro, Calif.-Yuma, Ariz.

The Markets Ranked by Size

Here are the television markets of the U.S. ranked in descending order by the number of television homes they contain. Also shown are the numbers of women, men, teenagers and children in each market and the percentage of the total U.S. population each represents.

All data is from American Research Bureau, and represents the Arbitron Television household and population estimates for the 1975-1976 season.

		ADI TV Households		*ADI Women*		*ADI Men*		*ADI Teen-Agers*		*ADI Children*	
	Total U.S.	**70,573,300**	**100%**	**74,874,800**	**100%**	**67,817,400**	**100%**	**24,132,900**	**100%**	**34,038,100**	**100%**
1	New York	6,410,600	9.08%	6,896,600	9.21%	5,960,600	8.79%	1,978,800	8.20%	2,754,200	8.09%
2	Los Angeles	3,647,200	5.17	3,614,600	4.83	3,289,100	4.85	1,130,400	4.68	1,620,000	4.76
3	Chicago	2,777,100	3.94	2,916,300	3.89	2,631,600	3.88	966,500	4.00	1,363,100	4.00
4	Philadelphia	2,295,500	3.25	2,503,300	3.34	2,225,400	3.28	773,700	3.21	1,054,200	3.10
5	Boston	1,736,300	2.46	1,923,800	2.57	1,681,200	2.48	593,700	2.46	820,000	2.41
6	San Francisco	1,682,400	2.38	1,688,600	2.26	1,564,600	2.31	509.000	2.11	698,600	2.05
7	Detroit	1,587,500	2.25	1,727,200	2.31	1,572,400	2.32	593,100	2.46	835,600	2.45
8	Washington, DC	1,322,900	1.87	1,386,700	1.85	1,258,800	1.86	454,200	1.88	655,400	1.93
9	Cleveland	1,308,800	1.85	1,427,800	1.91	1,272,600	1.88	466,400	1.93	644,200	1.89
10	Pittsburgh	1,082,900	1.53	1,198,500	1.60	1,047,900	1.55	351,200	1.46	459,700	1.35
	Markets 1-10	**23,851,200**	**33.80%**	**25,283,400**	**33.77%**	**22,504,200**	**33.18%**	**7,817,000**	**32.39%**	**10,905,000**	**32.04%**
	Cumulative Total	**23,851,200**	**33.80%**	**25,283,400**	**33.77%**	**22,504,200**	**33.18%**	**7,817,000**	**32.39%**	**10,905,000**	**32.04%**
11	Dallas-Ft. Worth	1,045,400	1.48%	1,083,600	1.45%	971,700	1.43%	346,200	1.43%	520,100	1.53%
12	St. Louis	928,900	1.32	1,003,600	1.34	877,700	1.29	336,100	1.39	480,700	1.41
13	Minneapolis-St. Paul	908,700	1.29	962,800	1.29	875,900	1.29	348,800	1.45	471,600	1.39
14	Houston	882,300	1.25	916,600	1.22	853,600	1.26	324,000	1.34	479,800	1.41
15	Miami	842,600	1.19	905,000	1.21	777,100	1.15	236,600	.98	328,700	.97
16	Atlanta	836,100	1.18	909,600	1.21	815,300	1.20	296,300	1.23	460,700	1.35
17	Tampa-St. Petersburg	791,700	1.12	814,100	1.09	689,200	1.02	202,000	.84	289,900	.85
18	Seattle-Tacoma	783,300	1.11	781,900	1.04	752,700	1.11	252,700	1.05	341,300	1.00
19	Baltimore	745,500	1.06	823,700	1.10	754,100	1.11	270,400	1.12	362,400	1.06
20	Indianapolis	738,100	1.05	768,900	1.03	695,200	1.03	258,800	1.07	372,200	1.09
	Markets 11-20	**8,502,600**	**12.05%**	**8,969,800**	**11.98%**	**8,062,500**	**11.89%**	**2,871,900**	**11.90%**	**4,107,400**	**12.07%**
	Cumulative Total	**32,353,800**	**45.84%**	**34,253,200**	**45.75%**	**30,566,700**	**45.07%**	**10,688,900**	**44.29%**	**15,012,400**	**44.10%**
21	Hartford-New Haven	653,500	.93%	715,900	.96%	642,500	.95%	222,200	.92%	303,300	.89%
22	Milwaukee	639,900	.91	673,000	.90	609,000	.90	231,400	.96	307,300	.90
23	Kansas City	632,000	.90	639,800	.85	575,800	.85	207,600	.86	280,900	.83
24	Portland, Or	630,300	.89	636,200	.85	575,800	.85	197,600	.82	267,200	.79
25	Sacramento-Stockton	627,700	.89	638,200	.85	602,900	.89	214,600	.89	281,100	.83
26	Cincinnati	617,100	.87	658,200	.88	580,300	.86	221,400	.92	311,800	.92
27	Buffalo	611,100	.87	664,600	.89	585,400	.86	213,100	.88	285,300	.84
28	Denver	598,500	.85	641,400	.86	591,300	.87	217,300	.90	301,600	.89
29	Providence	597,100	.85	638,200	.85	564,500	.83	192,900	.80	275,400	81
30	Nashville	579,900	.82	603,600	.81	559,600	.83	186,800	.77	268,100	.79
	Markets 21-30	**6,187,100**	**8.77%**	**6,509,100**	**8.69%**	**5,887,100**	**8.68%**	**2,104,900**	**8.72%**	**2,882,000**	**8.47%**
	Cumulative Total	**38,540,900**	**54.61%**	**40,762,300**	**54.44%**	**36,453,800**	**53.75%**	**12,793,800**	**53.01%**	**17,894,400**	**52.57%**

	ADI TV Households		ADI Women		ADI Men		ADI Teen-Agers		ADI Children	
San Diego	542,200	.77%	521,200	.70%	560,900	.83%	164,900	.68%	239,500	.70%
Columbus, Oh	500,600	.71	534,700	.71	487,500	.72	175,200	.73	254,400	.75
Charlotte	500,100	.71	551,500	.74	487,000	.72	174,700	.72	264,500	.78
Memphis	493,200	.70	541,200	.72	478,000	.70	191,900	.80	275,200	.81
New Orleans	492,200	.70	517,900	.69	456,000	.67	187,600	.78	275,300	.81
Greenville-Spartanburg-Asheville	481,800	.68	517,600	.69	462,400	.68	156,000	.65	235,800	.69
Phoenix	475,800	.67	512,800	.68	469,500	.69	179,100	.74	263,400	.77
Louisville	469,100	.66	496,400	.66	459,100	.68	168,700	.70	237,100	.70
Grand Rapids-Kalamazoo	450,900	.64	489,400	.65	444,000	.65	175,400	.73	238,300	.70
Dayton	446,000	.63	477,900	.64	431,500	.64	160,100	.66	226,600	.67
Markets 31-40	**4,851,900**	**6.87%**	**5,160,600**	**6.89%**	**4,735,900**	**6.98%**	**1,733,600**	**7.18%**	**2,510,100**	**7.37%**
Cumulative Total	**43,392,800**	**61.49%**	**45,922,900**	**61.33%**	**41,189,700**	**60.74%**	**14,527,400**	**60.20%**	**20,404,500**	**59,95%**
Oklahoma City	443,600	.63%	459,100	.61%	411,300	.61%	138,300	.57%	196,000	.58%
Charleston-Huntington	434,200	.62	472,300	.63	423,900	.63	149,500	.62	212,000	.62
Albany-Schenectady-Troy	430,200	.61	458,000	.61	403,600	.60	139,700	.58	193,100	.57
Orlando-Daytona Beach	428,600	.61	455,500	.61	410,400	.61	148,200	.61	200,500	.59
San Antonio	419,500	.59	464,100	.62	428,200	.63	165,800	.69	250,200	.74
Harrisburg-York-Lancaster-Lebanon	419,100	.59	444,200	.59	397,800	.59	137,300	.57	192,100	.56
Wilkes Barre-Scranton	406,300	.58	444,800	.59	381,400	.56	117,300	.49	162,900	.48
Nrfolk-Portsmth-Newprt News-Hamptn	397,800	.56	435,000	.58	449,000	.66	156,000	.65	220,300	.65
Syracuse-Elmira	396,700	.56	429,600	.57	391,300	.58	141,800	.59	198,100	.58
Salt Lake City	396,500	.56	414,000	.55	387,000	.57	159,200	.66	258,200	.76
Markets 41-50	**4,172,500**	**5.91%**	**4,476,600**	**5.98%**	**4,083,900**	**6.02%**	**1,453,100**	**6.02%**	**2,083,400**	**6.12%**
Cumulative Total	**47,565,300**	**67.40%**	**50,399,500**	**67.31%**	**45,273,600**	**66.76%**	**15,980,500**	**66.22%**	**22,487,900**	**66.07%**
Birmingham	396,300	.56%	430,400	.57%	371,100	.55%	134,900	.56%	190,200	.56%
Flint-Saginaw-Bay City	380,800	.54	409,500	.55	378,200	.56	157,400	.65	223,100	.66
Raleigh-Durham	380,300	.54	427,400	.57	417,900	.62	138,800	.58	207,700	.61
Wichita-Hutchinson	377,800	.54	381,900	.51	345,200	.51	123,600	.51	158,700	.47
Greensboro-Winston-Salem-High Pt.	371,900	.53	409,800	.55	362,300	.53	126,400	.52	183,200	.54
Richmond	358,800	.51	405,800	.54	368,800	.54	127,400	.53	177,500	.52
Little Rock	353,800	.50	363,300	.49	324,700	.48	113,700	.47	165,600	.49
Knoxville	350,300	.50	373,500	.50	332,100	.49	115,000	.48	166,400	.49
Des Moines	344,100	.49	341,300	.46	310,100	.46	108,100	.45	144,100	.42
Toledo	343,400	.49	365,300	.49	328,100	.48	122,100	.51	177,700	.52
Markets 51-60	**3,657,500**	**5.18%**	**3,908,200**	**5.22%**	**3,538,500**	**5.22%**	**1,267,400**	**5.25%**	**1,794,200**	**5.27%**
Cumulative Total	**51,222,800**	**72.58%**	**54,307,700**	**72.53%**	**48,812,100**	**71.98%**	**17,247,900**	**71.47%**	**24,282,100**	**71.34%**
Shreveport-Texarkana	341,800	.48%	355,300	.47%	310,400	.46%	114,000	.47%	163,400	.48%
Tulsa	331,300	.47	342,300	.46	303,500	.45	104,600	.43	144,200	.42
Omaha	326,400	.46	330,500	.44	298,900	.44	116,300	.48	157,100	.46
Rochester, NY	316,800	.45	340,800	.46	304,000	.45	110,900	.46	159,100	.47
Mobile-Pensacola	310,700	.44	340,200	.45	318,700	.47	128,200	.53	186,000	.55
Green Bay	302,400	.43	324,500	.43	300,200	.44	119,600	.50	155,400	.46
Davenprt-Rock Is-Moline (Quad City)	295,400	.42	298,100	.40	271,200	.40	101,200	.42	138,100	.41
Paducah-Cape Girardeau-Harrisburg	294,800	.42	303,400	.41	273,400	.40	86,500	.36	118,500	.35
Jacksonville	294,500	.42	318,800	.43	297,300	.44	110,000	.46	160,700	.47
Roanoke-Lynchburg	292,900	.42	329,300	.44	298,000	.44	100,800	.42	147,100	.43
Markets 61-70	**3,107,000**	**4.40%**	**3,283,200**	**4.38%**	**2,975,600**	**4.39%**	**1,092,100**	**4.53%**	**1,529,600**	**4.49%**
Cumulative Total	**54,329,800**	**76.98%**	**57,590,900**	**76.92%**	**51,787,700**	**76.36%**	**18,340,000**	**76.00%**	**25,811,700**	**75.83%**
Cedar Rapids-Waterloo	288,600	.41%	298,400	.40%	272,500	.40%	102,600	.43%	140,300	.41%
Springfield-Decatur-Champaign	285,500	.40	296,300	.40	269,300	.40	91,100	.38	126,200	.37
Johnstown-Altoona	284,500	.40	307,400	.41	278,400	.41	93,100	.39	131,200	.39
Fresno	281,000	.40	291,800	.39	273,900	.40	105,100	.44	147,500	.43
South Bend-Elkhart	267,300	.38	279,000	.37	254,100	.37	92,900	.38	135,300	.40
Chattanooga	259,000	.37	271,600	.36	240,000	.35	85,500	.35	129,300	.38
Youngstown	256,500	.36	286,700	.38	257,900	.38	90,500	.38	120,900	.36
Portland-Poland Spring	252,100	.36	280,700	.37	253,000	.37	89,400	.37	127,100	.37
Spokane	248,700	.35	255,400	.34	241,100	.36	83,300	.35	112,900	.33
Albuquerque	238,500	.34	247,000	.33	225,700	.33	99,700	.41	139,800	.41
Markets 71-80	**2,661,700**	**3.77%**	**2,814,300**	**3.76%**	**2,565,900**	**3.78%**	**933,200**	**3.87%**	**1,310,500**	**3.85%**
Cumulative Total	**56,991,500**	**80.76%**	**60,405,200**	**80.67%**	**54,353,600**	**80.15%**	**19,273,200**	**79.86%**	**27,122,200**	**79.68%**
Lincoln-Hastings-Kearney	238,300	.34%	243,000	.32%	225,600	.33%	73,600	.30%	99,400	.29%
Springfield, Ma	228,900	.32	257,400	.34	227,100	.33	75,800	.31	101,600	.30
West Palm Beach	226,500	.32	233,700	.31	203,800	.30	65,900	.27	96,400	.28
Springfield, Mo	222,700	.32	226,300	.30	218,200	.32	64,300	.27	90,400	.27
Jackson, Ms	219,800	.31	259,900	.35	222,700	.33	94,200	.39	138,300	.41
Bristol-Kingsport-Johnson City	219,300	.31	238,500	.32	214,600	.32	72,200	.30	106,700	.31
Evansville	209,100	.30	218,500	.29	196,400	.29	71,300	.30	95,800	.28
Sioux Falls-Mitchell	208,100	.29	219,600	.29	203,800	.30	78,900	.33	97,300	.29
Ft. Wayne	198,800	.28	207,100	.28	187,400	.28	71,000	.29	103,500	.30
Peoria	198,400	.28	209,700	.28	186,800	.28	65,700	.27	91,900	.27
Markets 81-90	**2,169,900**	**3.07%**	**2,313,700**	**3.09%**	**2,086,400**	**3.08%**	**732,900**	**3.04%**	**1,021,300**	**3.00%**
Cumulative Total	**59,161,400**	**83.83%**	**62,718,900**	**83.77%**	**56,440,000**	**83.22%**	**20,006,100**	**82.90%**	**28,143,500**	**82.68%**
Greenville-New Bern-Wash.	195,600	.28%	219,700	.29%	220,000	.32%	75,600	.31%	112,400	.33%
Fargo	194,800	.28	202,700	.27	199,100	.29	71,700	.30	92,200	.27
Lexington	189,100	.27	203,800	.27	184,500	.27	62,800	.26	97,600	.29
Salinas-Monterey	182,700	.26	182,600	.24	195,100	.29	55,100	.23	81,500	.24
Tucson	180,400	.26	196,400	.26	182,600	.27	66,200	.27	98,000	.29
Lansing	179,800	.25	197,700	.26	187,700	.28	66,100	.27	98,300	.29
Columbia, SC	177,700	.25	201,800	.27	200,500	.30	71,500	.30	105,100	.31
Baton Rouge	176,800	.25	199,100	.27	184,700	.27	75,300	.31	111,700	.33
Huntsville-Decatur-Florence	173,900	.25	187,400	.25	171,200	.25	67,200	.28	94,600	.28
Burlington-Plattsburgh	172,500	.24	192,600	.26	179,600	.26	68,200	.28	95,600	.28
Markets 91-100	**1,823,300**	**2.58%**	**1,983,800**	**2.65%**	**1,905,000**	**2.81%**	**679,700**	**2.82%**	**987,000**	**2.90%**
Cumulative Total	**60,984,700**	**86.41%**	**64,702,700**	**86.41%**	**58,345,000**	**86.03%**	**20,685,800**	**85.72%**	**29,130,500**	**85.58%**
Waco-Temple	171,300	.24%	170,900	.23%	189,900	.28%	51,300	.21%	87,000	.26%
El Paso	169,600	.24	185,400	.25	174,000	.26	76,200	.32	115,600	.34
Colorado Springs-Pueblo	168,900	.24	175,400	.23	181,700	.27	62,700	.26	90,100	.26
Rockford	165,200	.23	167,900	.22	153,300	.23	60,500	.25	85,100	.25
Madison	164,000	.23	170,600	.23	158,800	.23	55,900	.23	76,800	.23
Austin, Tx	163,700	.23	173,200	.23	163,500	.24	50,500	.21	79,000	.23
Terre Haute	160,700	.23	166,300	.22	148,100	.22	48,600	.20	66,400	.20

108.	Duluth-Superior	160,300	.23	162,600	.22	153,100	.23	55,900	.23	68,000	2
109.	Amarillo	158,400	.22	158,900	.21	148,200	.22	53,400	.22	76,200	2
110.	Wheeling-Steubenville	158,300	.22	170,600	.23	151,400	.22	51,200	.21	70,300	2
	Markets 101-110	**1,640,800**	**2.32%**	**1,701,800**	**2.27%**	**1,622,000**	**2.39%**	**566,200**	**2.35%**	**814,500**	**2.3**
	Cumulative Total	**62,625,500**	**88.74%**	**66,404,500**	**88.69%**	**59,967,000**	**88.42%**	**21,252,000**	**88.06%**	**29,945,000**	**87.9**
111.	Augusta	157,800	.22%	175,900	.23%	166,100	.24%	62,100	.26%	91,600	2
112.	Monroe-El Dorado	154,500	.22	163,400	.22	143,000	.21	56,600	.23	82,900	2
113.	Lafayette, La	152,500	.22	162,200	.22	146,800	.22	65,100	.27	93,000	2
114.	Joplin-Pittsburg	150,200	.21	151,400	.20	132,100	.19	41,600	.17	57,900	.1
115.	Binghamton	149,600	.21	160,100	.21	144,200	.21	54,900	.23	73,800	2
116.	Columbus, Ga	149,100	.21	165,200	.22	150,400	.22	55,300	.23	84,100	2
117.	La Crosse-Eau Claire	146,900	.21	158,900	.21	146,100	.22	53,400	.22	70,300	2
118.	Wichita Falls-Lawton	146,800	.21	148,600	.20	149,400	.22	46,300	.19	65,600	1
119.	Sioux City	146,300	.21	151,100	.20	137,100	.20	50,700	.21	64,200	.1
120.	Rochester-Mason City-Austin	139,000	.20	142,100	.19	129,600	.19	50,500	.21	62,900	.1
	Markets 111-120	**1,492,700**	**2.12%**	**1,578,900**	**2.11%**	**1,444,800**	**2.13%**	**536,500**	**2.22%**	**746,300**	**2.1**
	Cumulative Total	**64,118,200**	**90.85%**	**67,983,400**	**90.80%**	**61,411,800**	**90.55%**	**21,788,500**	**90.29%**	**30,691,300**	**90.1**
121.	Montgomery	138,200	.20%	153,400	.20%	131,900	.19%	51,700	.21%	75,300	2
122.	Traverse City-Cadillac	137,700	.20	144,300	.19	138,000	.20	52,500	.22	69,400	2
123.	Charleston, SC	137,600	.19	149,400	.20	147,500	.22	59,200	.25	86,800	2
124.	Topeka	136,500	.19	135,100	.18	138,600	.20	41,000	.17	61,300	1
125.	Columbia-Jefferson City	132,500	.19	142,900	.19	135,400	.20	41,200	.17	58,500	.1
126.	Corpus Christi	131,700	.19	144,900	.19	134,700	.20	55,200	.23	83,600	2
127.	Beaumont-Port Arthur	131,400	.19	141,200	.19	128,800	.19	48,900	.20	64,700	1
128.	Wausau-Rhinelander	131,100	.19	138,200	.18	130,000	.19	51,500	.21	66,100	.1
129.	Yakima	130,400	.18	134,400	.18	126,000	.19	44,800	.19	59,600	.1
130.	Eugene	128,300	.18	127,900	.17	122,500	.18	43,000	.18	57,400	.1
	Markets 121-130	**1,335,400**	**1.89%**	**1,411,700**	**1.89%**	**1,333,400**	**1.97%**	**489,000**	**2.03%**	**682,700**	**2.01**
	Cumulative Total	**65,453,600**	**92.75%**	**69,395,100**	**92.68%**	**62,745,200**	**92.52%**	**22,277,500**	**92.31%**	**31,374,000**	**92.17**
131.	Savannah	127,900	.18%	138,400	.18%	136,200	.20%	49,100	.20%	74,500	.2
132.	Quincy-Hannibal	124,000	.18	129,500	.17	115,800	.17	37,400	.15	51,500	.1
133.	Bluefield-Beckley-Oak Hill	123,800	.18	136,100	.18	120,200	.18	42,700	.18	61,700	1
134.	Lubbock	122,600	.17	129,300	.17	119,800	.18	46,400	.19	69,100	2
135.	Wilmington	117,700	.17	129,500	.17	117,200	.17	45,700	.19	69,000	.2
136.	Macon	117,200	.17	137,400	.18	119,000	.18	46,100	.19	66,500	.2
137.	Erie	116,900	.17	126,600	.17	111,800	.16	40,800	.17	59,600	.1
138.	Minot-Bismarck-Dickinson	115,100	.16	122,200	.16	116,200	.17	48,700	.20	62,800	.1
139.	Albany, Ga	112,900	.16	124,300	.17	111,000	.16	44,200	.18	70,800	.21
140.	Las Vegas	110,900	.16	107,200	.14	107,400	.16	39,100	.16	59,100	.1
	Markets 131-140	**1,189,000**	**1.68%**	**1,280,500**	**1.71%**	**1,174,600**	**1.73%**	**440,200**	**1.82%**	**644,600**	**1.8**
	Cumulative Total	**66,642,600**	**94.43%**	**70,675,600**	**94.39%**	**63,919,800**	**94.25%**	**22,717,700**	**94.14%**	**32,018,600**	**94.07**
141.	McAllen-Brownsville (LRGV)	109,900	.16%	132,700	.18%	113,200	.17%	56,100	.23%	93,400	.2
142.	Ft. Smith	109,200	.15	110,500	.15	101,400	.15	34,000	.14	49,900	.1
143.	Columbus-Tupelo	108,400	.15	122,600	.16	110,100	.16	41,500	.17	62,500	.1
144.	Boise	104,700	.15	109,400	.15	102,600	.15	37,500	.16	54,300	.1
145.	Abilene-Sweetwater	100,300	.14	104,300	.14	93,900	.14	30,000	.12	41,400	.1
146.	Bangor	99,400	.14	111,800	.15	103,800	.15	36,400	.15	50,600	.1
147.	Utica	99,200	.14	109,400	.15	97,500	.14	34,100	.14	47,200	.1
148.	Odessa-Midland	99,100	.14	105,400	.14	98,000	.14	39,200	.16	54,500	.1
149.	Tallahassee	97,000	.14	111,700	.15	98,500	.15	36,300	.15	54,900	.1
150.	Reno	96,000	.14	94,000	.13	92,700	.14	30,400	.13	41,100	.1
	Markets 141-150	**1,023,200**	**1.45%**	**1,111,800**	**1.48%**	**1,011,700**	**1.49%**	**375,500**	**1.56%**	**549,800**	**1.6**
	Cumulative Total	**67,665,800**	**95.88%**	**71,787,400**	**95.88%**	**64,931,500**	**95.74%**	**23,093,200**	**95.69%**	**32,568,400**	**95.6**
151.	Bakersfield	95,700	.14%	97,400	.13%	91,300	.13%	36,000	.15%	48,600	.14
152.	Chico-Redding	95,500	.14	96,000	.13	89,000	.13	30,300	.13	38,200	.11
153.	Ft. Myers	94,600	.13	95,400	.13	84,700	.12	24,400	.10	36,300	.11
154.	Santa Barbara-Santa Maria	93,800	.13	98,600	.13	92,700	.14	30,900	.13	40,900	.1
155.	Medford	90,500	.13	88,200	.12	83,400	.12	27,900	.12	37,400	.11
156.	Tyler	86,200	.12	93,100	.12	83,300	.12	27,300	.11	41,800	.1
157.	Alexandria, Mn	86,000	.12	88,200	.12	84,000	.12	31,500	.13	38,000	.11
158.	Missoula-Butte	84,100	.12	90,200	.12	88,200	.13	30,600	.13	40,900	.1
159.	Dothan	82,900	.12	87,200	.12	84,700	.12	28,700	.12	45,400	.1
160.	Florence, SC	78,500	.11	88,900	.12	76,800	.11	32,100	.13	47,500	.14
	Markets 151-160	**887,800**	**1.26%**	**923,200**	**1.23%**	**858,100**	**1.27%**	**299,700**	**1.24%**	**415,000**	**1.22**
	Cumulative Total	**68,553,600**	**97.14%**	**72,710,600**	**97.11%**	**65,789,600**	**97.01%**	**23,392,900**	**96.93%**	**32,983,400**	**96.90**
161.	Clarksburg-Weston	77,300	.11%	82,700	.11%	73,200	.11%	23,900	.10%	34,200	.10
162.	Watertown-Carthage	71,600	.10	79,400	.11	72,700	.11	28,200	.12	38,400	.11
163.	Laurel-Hattiesburg	65,400	.09	75,300	.10	66,800	.10	25,000	.10	37,000	.11
164.	Meridian	64,400	.09	72,600	.10	63,800	.09	23,600	.10	37,300	.11
165.	Rapid City	64,400	.09	65,000	.09	64,200	.09	24,200	.10	35,200	.10
166.	Salisbury	63,200	.09	66,100	.09	58,700	.09	21,300	.09	28,700	.08
167.	Alexandria, La	63,100	.09	67,300	.09	77,800	.11	24,600	.10	35,400	.10
168.	Jonesboro	62,600	.09	63,800	.09	57,500	.08	18,900	.08	25,300	.07
169.	Idaho Falls-Pocatello	62,400	.09	69,300	.09	65,800	.10	27,500	.11	40,900	.12
170.	Billings	62,300	.09	65,800	.09	61,300	.09	22,900	.09	28,600	.08
	Markets 161-170	**656,700**	**.93%**	**707,300**	**.94%**	**661,800**	**.98%**	**240,100**	**.99%**	**341,000**	**1.00**
	Cumulative Total	**69,210,300**	**98.07%**	**73,417,900**	**98.05%**	**66,451,400**	**97.99%**	**23,633,000**	**97.93%**	**33,324,400**	**97.90**
171.	Cheyenne	56,000	.08%	57,700	.08%	53,900	.08%	20,300	.08%	26,800	.08
172.	Great Falls	54,000	.08	56,700	.08	55,300	.08	22,600	.09	29,600	.09
173.	Ardmore-Ada	53,100	.08	54,000	.07	48,500	.07	15,400	.06	21,100	.06
174.	Marquette	52,800	.07	55,100	.07	57,700	.09	18,000	.07	25,200	.07
175.	Lake Charles	51,300	.07	53,400	.07	49,000	.07	20,800	.09	28,700	.08
176.	Anchorage	50,700	.07	52,200	.07	57,300	.08	22,600	.09	35,600	.10
177.	St. Joseph	50,600	.07	53,300	.07	46,800	.07	15,100	.06	20,700	.06
178.	Panama City	47,200	.07	52,000	.07	46,800	.07	18,400	.08	25,200	.07
179.	Mankato	46,300	.07	50,500	.07	45,900	.07	15,500	.06	19,900	.06
180.	Biloxi-Gulfport-Pascagoula	45,000	.06	48,900	.07	53,400	.08	18,400	.08	28,900	.08
	Markets 171-180	**507,000**	**.72%**	**533,800**	**.71%**	**514,600**	**.76%**	**187,100**	**.78%**	**261,700**	**.77**
	Cumulative Total	**69,717,300**	**98.79%**	**73,951,700**	**98.77%**	**66,966,000**	**98.74%**	**23,820,100**	**98.70%**	**33,586,100**	**98.67**
181.	Eureka	44,700	.06%	43,900	.06%	44,000	.06%	14,800	.06%	19,200	.06

		ADI TV Households		ADI Women		ADI Men		ADI Teen-Agers		ADI Children	
182	Gainesville	44,500	.06	50,400	.07	48,400	.07	14,900	.06	23,200	.07
183	Roswell	44,300	.06	44,100	.06	40,800	.06	16,600	.07	21,800	.06
184	El Centro-Yuma	43,400	.06	45,500	.06	44,900	.07	18,600	.08	26,800	.08
185	Casper-Riverton	40,000	.06	40,900	.05	38,800	.06	15,300	.06	20,200	.06
186	Grand Junction	38,600	.05	41,500	.06	38,900	.06	14,000	.06	17,000	.05
187	Twin Falls	38,600	.05	40,100	.05	37,400	.06	14,100	.06	20,300	.06
188	Jackson, Tn	38,500	.05	41,100	.05	35,400	.05	12,100	.05	18,000	.05
189	Greenwood-Greenville	38,000	.05	45,300	.06	39,000	.06	18,400	.08	29,100	.09
190	Tuscaloosa	37,400	.05	44,900	.06	41,400	.06	12,400	.05	19,300	.06
	Markets 181-190	**408,000**	**.58%**	**437,700**	**.58%**	**409,000**	**.60%**	**151,200**	**.63%**	**214,900**	**.63%**
	Cumulative Total	**70,125,300**	**99.37%**	**74,389,400**	**99.35%**	**67,375,000**	**99.35%**	**23,971,300**	**99.33%**	**33,801,000**	**99.30%**
191	Palm Springs	36,600	.05%	36,300	.05%	33,300	.05%	12,000	.05%	16,400	.05%
192	Lafayette, In	35,900	.05	39,400	.05	40,600	.06	10,500	.04	18,300	.05
193	Lima	34,800	.05	36,900	.05	33,600	.05	12,800	.05	18,200	.05
194	Anniston	32,400	.05	36,500	.05	32,300	.05	11,200	.05	16,600	.05
195	Ottumwa-Kirksville	30,400	.04	30,400	.04	28,800	.04	8,200	.03	11,300	.03
196	Bellingham	30,200	.04	31,500	.04	28,900	.04	9,000	.04	12,900	.04
197	Harrisonburg	29,300	.04	35,700	.05	30,100	.04	10,000	.04	14,400	.04
198	Parkersburg	29,100	.04	30,400	.04	26,500	.04	9,800	.04	14,300	.04
199	Zanesville	28,100	.04	29,800	.04	25,900	.04	9,600	.04	14,200	.04
200	San Angelo	26,700	.04	28,500	.04	26,000	.04	8,700	.04	12,500	.04
	Markets 191-200	**313,500**	**.44%**	**335,400**	**.45%**	**306,000**	**.45%**	**101,800**	**.42%**	**149,100**	**.44%**
	Cumulative Total	**70,438,800**	**99.81%**	**74,724,800**	**99.80%**	**67,681,000**	**99.80%**	**24,073,100**	**99.75%**	**33,950,100**	**99.74%**
201	Presque Isle	26,300	.04%	30,700	.04%	29,100	.04%	12,400	.05%	16,800	.05%
202	Laredo	21,200	.03	24,800	.03	21,700	.03	10,600	.04	18,200	.05
203	North Platte	17,300	.02	18,100	.02	16,000	.02	5,700	.02	7,200	.02
204	Farmington	16,700	.02	17,800	.02	16,500	.02	8,900	.04	12,300	.04
205	Selma	16,500	.02	18,100	.02	15,500	.02	7,000	.03	10,900	.03
206	Flagstaff	16,100	.02	19,000	.03	18,100	.03	7,300	.03	12,500	.04
207	Helena	11,800	.02	12,400	.02	10,900	.02	4,200	.02	5,700	.02
208	Miles City-Glendive	8,600	.01	9,100	.01	8,600	.01	3,700	.02	4,400	.01
	Markets 201-208	**134,500**	**.19%**	**150,000**	**.20%**	**136,400**	**.20%**	**59,800**	**.25%**	**88,000**	**.26%**
	Cumulative Total	**70,573,300**	**100%**	**74,874,800**	**100%**	**67,817,400**	**100%**	**24,132,900**	**100%**	**34,038,100**	**100%**

TV Markets by Nielsen Retail Index Territory

ielsen Retail Index territory groupings are another standard way of reorting sales data. The following table ranks TV markets within each ielsen Territory. This provides a yardstick for determining the number of pot markets needed to achieve a given coverage of a territory. For exmple, if the national media are not delivering sufficient advertising eight in New England, the planner will find that three TV markets (Boston, Hartford and Providence) contain more than 80% of the New England territory households. Or, he can use the table to get a better idea of how and what TV markets are needed to cover all of New England. Data is from a special Nielsen Station Index tabulation based on a September 1975 estimate.

esignated Market Area	TV Households	% Territory	% Total U.S.	Rank
otal U.S. (excluding Alaska, Hawaii)	69,644,300	100	100	
etro New York				
ew York	6,337,510	100	9.069	1
etro Los Angeles				
s Angeles, Palm Springs	3,638,680	100	5.207	2
etro Chicago				
hicago	2,718,100	100	3.890	3
ew England Territory	3,718,960	100	5.34	—
oston, Manchester, Worcester	1,734,090	46.6	2.482	5
artford & New Haven	646,280	17.4	.925	21
ovidence	588,990	15.8	.843	29
rtland-Poland Spring	240,300	6.5	.344	78
ringfield-Holyoke	214,060	5.8	.306	86
rlington-Plattsburgh	169,530	4.6	.243	102
angor	99,220	2.7	.142	144
esque Isle	26,490	.7	.038	195
iddle Atlantic	7,562,250	100	10.86	—
iladelphia	2,278,100	30.1	3.260	4
ashington, D.C., Hagerstown	1,287,850	17.0	1.843	8
ltimore	731,460	9.7	1.047	20
ffalo	620,620	8.2	.888	25
bany-Schenectady-Troy	429,970	5.7	.615	42
ikes Barre-Scranton	426,850	5.6	.609	44
rrisburg-Lancaster-Lebanon-York	418,100	5.5	.598	47
racuse, Elmira	417,750	5.5	.598	48
chester	303,790	4.0	.435	67
hnstown-Altoona	284,380	3.8	.407	70
nghamton	135,020	1.8	.193	125
ica	94,430	1.2	.135	148
atertown	71,990	1.0	.103	161
lisbury	62,940	.8	.090	165
utheast	11,457,870	100	16.45	—
anta	827,240	7.2	1.184	15
ami-Ft. Lauderdale	820,820	7.2	1.175	16
mpa-St. Petersburg, Sarasota	794,470	6.9	1.137	18
shville, Bowling Green	573,520	5.0	.821	30
emphis, Jackson	554,680	4.8	.794	31
arlotte	504,790	4.4	.722	33
eenville-Spartanburg-Asheville	473,040	4.1	.667	37
mingham, Anniston	463,890	4.0	.664	38
lando-Daytona Beach	421,980	3.7	.604	45
rfolk-Portsmouth-Newport News	392,180	3.4	.561	51
eensboro-High Point-Winston Salem	376,660	3.3	.539	52
chmond-Petersburg	352,350	3.1	.504	57
cksonville, Florida	339,460	3.0	.468	59

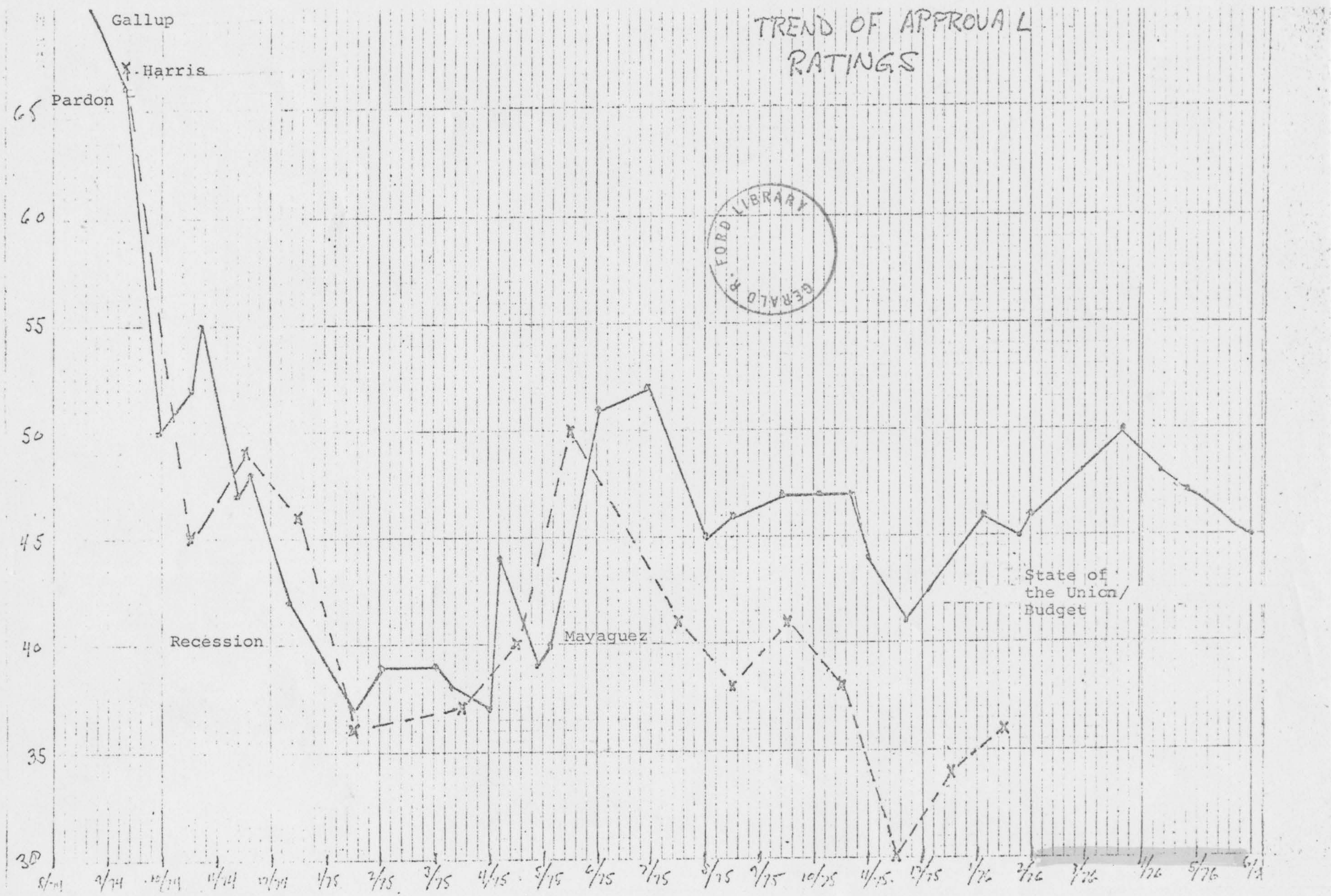
Designated Market Area	TV Households	% Territory	% Total U.S.	Rank
Raleigh-Durham	330,570	2.9	.473	62
Mobile-Pensacola	304,740	2.7	.436	65
Roanoke-Lynchburg	299,560	2.6	.429	68
Chattanooga	255,210	2.2	.365	77
West Palm Beach, Ft. Pierce-Vero Beach	222,760	1.9	.319	82
Tri Cities: Tenn.-Va.	220,500	1.9	.315	83
Greenville-New Bern-Washington	220,440	1.9	.315	84
Jackson, Miss.	211,020	1.8	.302	87
Columbia, S.C.	177,620	1.6	.254	96
Huntsville-Decatur, Florence	173,900	1.5	.249	99
Augusta, Ga.	157,480	1.4	.225	111
Montgomery	153,630	1.3	.220	112
Charleston, S.C.	151,970	1.3	.217	114
Columbus, Ga.	141,900	1.2	.203	118
Wilmington	128,710	1.1	.184	130
Macon	120,300	1.0	.172	134
Tallahassee-Thomasville	114,440	1.0	.164	137
Savannah	114,400	1.0	.164	138
Columbus-Tupelo	100,450	.9	.144	142
Albany, Ga.	93,660	.8	.134	149
Dothan	84,590	.7	.121	155
Ft. Myers	80,100	.7	.115	157
Florence, S.C.	78,490	.7	.112	158
Hattiesburg-Laurel	64,860	.6	.093	163
Meridian	64,180	.6	.092	164
Biloxi	44,120	.4	.063	182
Panama City	43,400	.4	.062	185
Greenwood, Miss.	38,490	.3	.055	187
Harrisonburg, Va.	37,050	.3	.053	189
East Central	10,451,960	100	15.010	—
Detroit	1,559,890	14.9	2.232	7
Cleveland-Akron	1,280,570	12.3	1.833	9
Pittsburgh	1,118,180	10.7	1.600	10
Indianapolis, Lafayette	771,760	7.4	1.104	19
Cincinnati	625,580	6.0	.895	24
Columbus, Ohio	493,580	4.7	.706	34
Louisville	449,170	4.3	.643	39
Grand Rapids-Kalamazoo	444,570	4.3	.636	41
Dayton	429,190	4.1	.614	43
Charleston-Huntington	420,180	4.0	.601	46
Flint-Saginaw-Bay City	375,830	3.6	.538	53
Toledo	338,400	3.2	.484	60
South Bend-Elkhart	263,260	2.5	.377	76
Youngstown	218,380	2.1	.313	85
Evansville	201,880	1.9	.289	90
Lexington	192,130	1.8	.275	92
Fort Wayne	187,770	1.8	.269	94

Table 5. Rank Order of States by Republican Presidential Vote: 1952-1972

	State	Average	Range	Minimum	Maximum
		Summary Statistics			
1.	Nebraska	62.4%	23.1	47.4	70.5
2.	Kansas	60.4	23.7	45.1	68.8
3.	Vermont	58.6	38.5	33.7	72.2
4.	Idaho	58.4	16.3	49.1	65.4
5.	North Dakota	58.0	29.1	41.9	71.0
6.	Utah	57.9	22.3	45.3	67.6
7.	Wyoming	57.7	25.6	43.4	69.0
8.	Arizona	57.5	14.3	50.4	64.7
9.	South Dakota	56.3	24.9	44.4	69.3
10.	Oklahoma	55.7	29.4	44.3	73.7
11.	Indiana	55.5	22.5	43.6	66.1
12.	Colorado	55.4	27.8	38.2	66.0
13.	New Hampshire	55.4	30.0	36.1	66.1
14.	Maine	54.9	39.7	31.2	70.9
15.	Iowa	54.7	25.9	37.9	63.8
16.	Florida	54.2	31.4	40.5	71.9
17.	Virginia	53.6	24.4	43.4	67.8
18.	Nevada	53.5	22.3	41.4	63.7
19.	New Mexico	52.6	20.6	40.4	61.0
20.	Montana	52.8	18.8	40.6	59.4
21.	Wisconsin	52.2	23.9	37.7	61.6
22.	Ohio	52.2	24.0	37.1	61.1
23.	New Jersey	52.1	30.8	33.9	64.7
24.	Illinois	51.8	19.0	40.5	59.5
25.	Oregon	51.1	24.5	36.0	60.5
26.	California	50.9	15.5	40.8	56.3
27.	Tennesse	50.4	29.9	37.8	67.7
28.	Kentucky	50.1	27.7	35.7	63.4
29.	Connecticut	50.1	31.6	32.1	63.7
30.	Texas	49.9	29.7	36.5	66.2
31.	Maryland	49.9	26.8	34.5	61.3
32.	Delaware	49.9	20.8	38.8	59.6
33.	Washington	49.7	19.5	37.4	56.9
34.	New York	49.7	29.9	31.3	61.2
35.	North Carolina	49.4	30.0	39.5	69.5

Summary Statistics

State	Average	Range	Minimum	Maximum
36. Pennsylvania	49.3	24.4	34.7	59.1
37. Missouri	48.9	26.2	36.0	62.2
38. South Carolina	48.5	45.6	25.2	70.8
39. Michigan	48.4	23.1	33.1	56.2
40. Minnesota	47.9	19.3	36	55.3
41. West Virginia	47.7	31.5	32.1	63.6
42. Alaska	47.1	24.0	34.1	58.1
43. Arkansas	46.0	38.1	30.8	68.9
44. Louisiana	45.8	41.8	23.5	65.3
45. Alabama	45.3	58.4	14.0	72.4
46. Mississippi	44.6	73.6	13.5	87.1
47. Georgia	43.4	44.7	30.3	75.0
48. Hawaii	43.1	41.3	21.2	62.5
49. Massachusetts	42.4	35.9	23.4	59.3
50. Rhode Island	41.6	39.2	19.1	58.3


TREND OF APPROVAL RATINGS
Gallup
Harris
Pardon
Recession
Mayaguez
State of the Union/ Budget
65
60
55
50
45
40
35
30
9/74
2/75
3/75
4/75
5/75
6/75
7/75
8/75
9/75
10/75
11/75
12/75
1/76
2/76
3/76
5/76

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Caddell polls

Executive summary

This *Report* stands out from those that have gone before it because of the new highs set by the key measures we use to understand the mood of the American people. Consumers have become markedly more optimistic about the health of the economy and the prospects for both their own and the nation's well-being. In fact, the total number of confident consumers is the highest we've found in any *Cambridge Report* survey, and the total number of unconfident consumers the lowest.

Inflation psychology has taken an even bigger jump than consumer confidence, and it, too, is at the highest level we've seen since the start of *The Cambridge Report* program. Today, despite their experience of stable or falling prices over the last quarter, nearly half the population believes prices will never be stable again. This acceptance of inflation has combined with consumer confidence to boost purchase plans for some items – in particular, automobiles – to their highest level in over a year, and sustain others at the same record level they set last quarter.

So, looking at the growing confidence of our respondents and the way they plan to spend their money, it's hard to resist the conclusion that the country is back on the track again. Yet there are some disturbing signs. Confidence may be spreading across the country, but we're definitely not in the midst of an epidemic; it still hasn't infected the majority of Americans. Although economists have no doubt that recovery is in full swing, the majority of Americans still aren't convinced that the worst times are behind us. Fear of inflation is strong, and we're already getting signals of a new round of price increases. If inflation psychology gets additional impetus from rising food and fuel prices, it may boomerang and push consumers back into pessimism.

A marriage of hope and fear

In understanding the economy today, the history of the last few years is of vital importance. The massive and unprecedented inflation of 1974 and 1975 set the stage for both a different kind of recession and a different kind of recovery. And unless that point is understood, it is hard to follow the developments of today. It is clear that complex interactions exist between price changes and confidence, between price changes and inflation psychology, and between both confidence and inflation psychology and purchase plans. Inflation contributed to an extra decline in the economy during the recession as it scared consumers away from spending. Now, as the recession ends, it is aiding the upturn as more confident consumers are encouraged by inflation psychology into additional spending, particularly for luxury-type goods. We can envision several possible scenarios for the coming months. If prices remain stable or falling in many sectors, as they were last quarter, confidence should continue to increase and, sooner or later, inflation psychology will abate. In this scenario the nation should experience a stable and sustained economic recovery.

On the other hand, a resumption of rising prices could fuel inflation psychology and proportionately weaken confidence. Rumblings from the farms already indicate higher food prices are on the way; similar increases can be expected in industrial commodities. If prices rise rapidly, consumer confidence could fall dramatically. Our findings in this *Report* indicate that while inflation psychology would continue to rise, it is not strong enough *by itself* to keep purchase intentions up in the absence of wage increases that sustain real income. Indeed, in times of falling confidence, inflation psychology may actually work against increases in purchase plans. Worried consumers who see their standard of living falling may view inflation as just one more bad sign, one more reason to pull back and save.

A third scenario, which exemplifies the last quarter, is also possible. Prices resume their climb and inflation psychology marches onward. However, the rise of prices is moderate and wage inflation cushions or negates any impact on real income. The consumer thus finds inflation an unreliable planning tool – as we saw in *Report 5* – and remains confident until some more decisive clue to the future of the economy appears. A marriage of hope and fear continues to fuel economic progress for at least the rest of the year. We think this is the most likely scenario.

In this *Report* we introduce a new scale – the buying power scale – designed to measure the sum total of consumer confidence and inflation psychology and help us determine how the two together affect consumer behavior. Hopefully, this scale will provide a more sensitive indicator of aggregate consumer intentions than either of the original indices alone. We also think it will be helpful in understanding the patterns of individual consumer purchases.

Personal economic plans

We mentioned earlier that purchase plans for some economically important goods, such as automobiles, have registered substantial increases since the fourth quarter of 1975. Intentions for durable goods show less of an upbeat pattern, with small increases for some items and small declines for others. However, intentions to purchase have, on the whole, held steady at the same healthy levels of last quarter.

What is more interesting than the absolute levels of purchase plans this quarter are the patterns of these plans. In the case of automobiles, for example, we are seeing a shift back to medium-size, American-made vehicles. However, this is due less to any change in preferences than to the fact that many middle-income, middle-aged Americans have re-entered the auto market after a year's absence. Similarly, the seeming shift that we saw over the past year to smaller, imported cars was produced largely because higher-income and younger consumers, who prefer such cars, accounted for a disproportionate share of all auto purchases.

In the case of consumer durables, our buying power scale shows that inflation psychology not only encourages both confident and unconfident consumers to purchase more than they otherwise would, it also affects the types of goods they purchase. Thus, confident consumers who believe prices will never be stable again tend to make luxury purchases, such as televisions, stereos and dishwashers. Unconfident people who have an inflation psychology, on the other hand, are more inclined to make investment-type purchases, such as clothes washers and dryers and refrigerators.

One note of caution in the area of personal economic plans is sounded by the expressed desire of consumers to take care of their fiscal obligations regardless of whether their personal economic circumstances get better or worse. Despite the fact that inflation psychology should make debt more attractive to consumers, many – obviously wary of being trapped in a future downturn still carrying the debt burden they incurred over the course of the recession – have announced that they will use any increase in prosperity to pay off their outstanding debts. Thus, while they intend to make more purchases, it seems unlikely that consumers will indulge in as much spending on credit as they did before the recession. In fact, most consumers say they expect their total debt to remain stable, or decline over the course of the next 6 months.

Our system, right or wrong?

Although it is difficult to sum up in a few words, a new mood seems to be emerging among the American people. In earlier *Reports*, we noted the dilemma that most Americans experienced when confronting issues such as business regulation and energy policy. People think business needs to be watched and regulated, but they're afraid of giving government more control over their lives. This survey indicates that a compromise solution may exist – the essentially conservative solution of reducing the size and power of *both* government and business. This is clearly an important objective for Americans today, as the response to one of our questions about possible changes in this country's basic system shows. More than half the population believes that wealth and power have become too concentrated in our society and should be broken up. Much of the anti-Washington sentiment evident today, as well as much of the surprisingly strong public support for oil industry divestiture, rests on this belief that "smaller is better." This theme – along with its twin, "less is more," also appears in our examination of growth in this *Report*. Many Americans, though still a minority, are rejecting the traditional American idea of continued economic growth.

We looked at attitudes toward the size and power of government and business on two levels: the changes Americans would like to see in our basic economic and political structure, and the level of regulation they feel is necessary.

The economic structure

The survey uncovered a substantial amount of ignorance about the basic economic system of this country and the way it works. Most Americans, including many supposedly well-educated people, simply do not know how our economic system works. Nonetheless, the majority believe it needs some kind of fundamental change to function better. This sentiment was particularly pronounced among the poor, the liberal and the young. Americans have come to believe that power and wealth are too concentrated in our society.

The main complaint that most Americans have about the "system," as we mentioned earlier, is that power and wealth are too concentrated in our society today. However, our respondents roundly rejected one possibility that radical critics have proposed – socialism. Americans definitely don't want to put government in business.

As we've seen before, Americans do want their government to watch business. When the government engages in protecting the consumer, it is at its most popular. We found strong opposition to relaxing regulation of industry in areas that affect consumer safety. Nearly half our respondents even opposed relaxing commercial regulations such as rules affecting interstate commerce. These findings suggest that sweeping proposals to free "free enterprise" will not win strong grass roots support.

One area of regulation where the "small is better" philosophy comes through clearly is the question of oil industry divestiture. A plurality of the American people favor divestiture, and although many believe prices would be reduced by such a breakup, a more important motivation is the belief that "smaller" companies would be better, simply because they are closer to the original ideal of free enterprise. Americans also like the idea of reducing the "power" of the large oil companies. Unfortunately, the oil industry has become so unpopular with most people that the strongest reason of all for favoring divestiture is simply that it would "punish" the oil companies.

The political structure

Although no level of government is popular, state and local governments – which are smaller and closer to citizens – are rated more favorably than the federal government. On the whole, Americans feel that state government taxes more fairly and spends more wisely than does Washington. Consequently, Americans tend to favor proposals that would strip away some of the power of the federal government. Ronald Reagan's proposal to shift $90 billion of federal spending to the states is greeted favorably by a plurality of our respondents.

Despite their concern with protecting themselves, Americans also reject a series of proposals that would increase the government's power to fight crime. However, it is an astounding testimony to the fear of crime and violence that pervades much of our society that nearly a quarter of our respondents consistently favor compromising basic constitutional liberties in the war on crime.

Anti-growth grows

It is in the area of attitudes toward growth, however, that the "smaller is better/less is more" philosophy reaches its zenith. While only a minority of Americans – though a substantial one – oppose growth, sentiments on individual questions show high levels of doubt about the feasibility or wisdom of continued growth. For example, more than half the population agrees with the statement that America would be better off if we stopped the frantic pace of growth.

Many who worry about the impact of the "no-growth" movement had hypothesized that the recent economic hard times would cause anti-growth people to back down from their positions. This trend, however, is not evident in the data. Anti-growth sentiment remains just as firm today as it was a year ago.

One major reason for the strong anti-growth sentiment we see today is worry about environmental quality. When we posed the possibility of trade-offs between growth and the environment, both pro- and anti-growth Americans choose the environment, arguing that no trade is needed. Most people feel we can have both economic progress and environmental quality. This conviction will, of course, make them less tolerant of any compromises that may be needed to promote economic growth.

The crisis of capital formation

The American people know as little about the accumulation of capital as they do about the workings of capitalism. Many of our economic planners are deeply concerned with the question of where the capital to build the factories and industries America needs in the future will come from. Only about a quarter of the population, however, worry about this problem to any great extent. Their lack of concern and their distaste for all the solutions available suggest that it would be difficult to mobilize Americans behind any course of action.

When confronted with the basic choice between public and private investment as a means of providing needed capital, our respondents came out overwhelmingly for action through the private sector – one more expression of their aversion to giving the government more control over the economy. From here on, however, the path to a solution gets muddied. Although people say they could accept higher corporate profits as a consequence of going the private investment route, they are completely unsympathetic to one change in tax legislation – the elimination of double taxation – that would increase profits, thereby attracting investment, and are relatively sympathetic to another change that would actually decrease profits – the elimination of special tax treatment for capital gains.

Increased savings are, of course, another way to fill the capital gap, but respondents reject this approach as well. Most do not think they could save more. The minority who think they could, however, represent a potentially substantial increase in the total national savings rate.

Most Americans are also hostile to the prospect of foreign investment, the third solution we tested. They strongly reject the idea that foreign investors should be allowed to own any substantial share of an American corporation. Such attitudes, while not precluding foreign investment, certainly make America a less attractive place for foreigners to put their money.

A tougher line on foreign affairs

Whether we are seeing another example of xenophobia or the impact of the barrage of criticism that has been aimed at Secretary of State Kissinger, Americans are taking a much more activist view of their country's role in the world today. This has become an important election year theme, and the shift in attitudes from last year is striking. Where Americans were weary of foreign involvement and eager to make big cuts in the defense budget, they now are less enthusiastic about *detente* and more concerned about defense. Kissinger gets a much lower, though still positive, rating on his performance, and defense spending gets much stronger support. Out of a list of possible foreign policy moves, Americans support the more aggressive proposals – e.g., cutting off food exports to unfriendly countries – and reject the more "dovish" ones – e.g., closing military bases in foreign countries.

In the political arena

With the rapidly advancing primary season, the political data from our survey were out of date almost as soon as we completed our interviewing. Furthermore, the results can hardly surprise anyone who has followed the newspapers.

Obviously, Jimmy Carter was the major story of the last quarter. While he may yet be blocked on the path to the nomination, he catapulted himself from relative obscurity to front-runner status. Head-to-head matches in our hypothetical election contests show Carter tied with Hubert Humphrey as the leading choice of Democrats, and ahead of both President Ford and Ronald Reagan.

Despite Reagan's primary victories, Ford continues to be the choice of most Republicans for the nomination. However, there is no national primary, and Reagan has shown an ability to capitalize on his strengths in specific states, including an ability to attract Wallace voters into the Republican primary. The whole process is an intriguing one; Ford is clearly the stronger standard bearer against the Democrats at this time, but many of his cohorts seem to be rejecting him.

All in all, this survey presents a relatively positive picture of America today. Americans see an upturn in the economy. Their fear of inflation, coupled with this new confidence, has encouraged them to spend money and to make purchases. Considering the events of the past 2 years, they remain wary that something will go wrong. If food inflation can be controlled, however, and other prices do not get too far out of line, we anticipate a fairly healthy continuing recovery of consumer spending. In other areas, as well, Americans remain on guard – wary of big government on one side and big business on the other. Their divergent choices in the various debates of 1976 indicate they are unlikely to be stampeded either way.

THE AMERICAN VOTER:

CYNIC OR DISILLUSIONED?

March 23, 1976

Conducted for:

NEWSWEEK

The Gallup Organization, Inc.
53 Bank Street
Princeton, New Jersey

TABLE OF CONTENTS

GO 7614T

This is a report on a survey designed to investigate whether, and to what extent American voters have become cynical about the electoral process.

The objectives of the study were to determine:

1. *Have Americans lost interest and confidence in the electoral process?*
2. *Do Americans believe they have any means available to them for influencing the way the government is run?*
3. *What is public opinion regarding the need for strong leadership or for non-political candidates?*
4. *How do Americans assess the over-all quality of candidates today?*
5. *How much trust do Americans have in the nation's institutions and leaders?*

To achieve these objectives, a national sample of the adult civilian population was personally interviewed by means of the Gallup Omnibus. A total of 1,525 adults 18 and older was interviewed during the period February 27 - 29, 1976. A description of the sample design, the composition of the obtained sample, recommended tables of sampling tolerances, and a copy of the questions asked are to be found in the Technical Appendix.

All questions have been tabulated by the following characteristics:

1. Political affiliation - Republican, Democratic, Independent
2. Education - Any college, any high school, grade school only
3. Region - East, Midwest, South, West
4. Sex - Male, Female
5. Age - 18 - 29, 30 - 49, 50 and older
6. Occupation of Chief Wage Earner - Professional, or Business Clerical or Sales, Manual Worker, Farmer, Non-labor force (retired, etc.)

7. Political Idealogy - Right, Middle of the road, Left
8. Interest in this year's elections - Lot, Some, Little or None
9. Trust in Washington government to do right - Always, Most of the time, Some of the time
10. Country's need for strong leadership - strong leadership dangerous, strong leadership needed.

The number of interviews in each of these anaylitical segments of the sample are to be found in the first three of the detailed tables. These should be used when estimating sample tolerances, and not the weighted percentage bases.

SUMMARY

Interest and confidence in the electoral process

This year's primary contests may have stimulated an early interest in the presidential campaign. Forty two percent say they are more interested in politics this year than in 1972, while 28% say they are just as interested and 29% that they are less interested.

By way of reference, in reply to a standard Gallup Poll question asked in this survey, 33% said they have given a "lot" of thought to the November elections. This compares with 50% who said they had given a lot of thought in an August 1972 Gallup Poll. Taking the time of year difference into account, it seems likely that interest is indeed higher now than at a comparable time in 1972.

Another indicator of attitude toward the electoral process is the proportion who would like their son or daughter to go into politics as a career. In the current survey 34% said they would, virtually the same (36%) as said in February 1965 that they would want a son to go into politics. Two year's after Watergate, politics is in as good esteem as it was before Vietnam divided the nation.

Finally, there is virtual consensus that it does make a difference who is elected President. Fully 80% take this position contrasted with 18% who believe it really does not make a difference (2% had no opinion).

Despite this "vote of confidence" in the electoral process, there is still considerable dissatisfaction with the way it is functioning. By a margin of 27% to 18%, there are more who feel there has been a worsening of quality of political candidates rather than an improvement.

Moreover, the public is divided as to whether things are now improved after the scandals and problems in Washington during the last few years. Forty seven per cent believe there has been improvement, but 46% take the opposing view.

A similar split exists with regard to the kind of leadership the nation needs. Virtually half (49%) concurred with the view that "what this country needs is some really strong leadership that would try to solve problems directly without worrying how Congress and the Supreme Court might feel". However, almost as many (44%) think that such leadership might be dangerous. Support for a strong leader exists at about the same level among young and old, in all occupational categories, among Republicans and Democrats alike, and among middle of the roaders as well as among those who identify with the political right.

In only a few segments of the public does the weight of opinion tilt to the belief that such a strong leader might be dangerous. Even in these segments, large proportions concur in the need for a strong leader: 42% of those who have attended college, 43% of those who identify with the political left, and 40% of Westerners. In other words, a willingness to accept a strong leader who might

check
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trammel constitutional forms of government is widespread in all walks of life and among those with otherwise disparate political positions.

— seems a strange assumption

These conflicting attitudes are encapsulated in the expressed tendency of a significant proportion of the public to cast a "no-confidence" vote. If there were a place on the ballot where one could refuse to vote for any of the candidates, 21% say they are very likely to cast a "no-confidence" vote and 32% fairly likely. It is true that the largest proportion, 41%, said they are not at all likely to do so. Nonetheless, it is noteworthy that this 41% who are committed to the electoral process are outnumbered by those whose committment is provisional.

Influencing How The Government Is Run

Parallel with its attitudes toward the electoral process are the public's beliefs concerning the effectiveness of alternative ways of trying to influence how the government is run and what laws are passed.

The most effective way, in the public's view, is working through the electoral process while the least effective way is one that attempts to bypass it. However, also rated quite high are attempts to manipulate the electoral process through political contributions and personal influence.

Rating of Eight Ways
of Influencing The Government

	Very Effective	+ Fairly Effective	= Total Effective
	%	%	%
Making sure to vote in all elections	38	39	77
Making large contributions to political leaders	28	23	51
Working in political campaigns to get your preferred candidate elected	22	50	72
Writing your Congressman or other political leaders	19	42	61
Joining your local political party	17	47	64
Developing personal contacts in your local political party	16	46	62
Joining non-political organizations that lobby for your point of view	13	39	52
Staging protest demonstrations	6	22	28

It is evident in the above ranking that most Americans accept the belief that the electoral process does provide the public with a reasonably effective way of influencing the government and that relatively few are ready to try to work outside the system. At the same time, the view that the system can be manipulated by money and personal influence is also widespread.

Further testimony to the doubts many Americans have regarding the responsiveness of government to the citizenry is the fact that almost half (45%) agree with the statement "People like me don't have any say about what the government does." Fifty percent disagreed, and 5% were unable to decide.

Trust and Confidence in the Nation's Institutions and Leaders

In light of the above attitudes, it is not surprising that at this time there is limited trust and confidence in the nation's institutions and leaders. Only 32% believe that they can trust the government in Washington to do what is right "just about always" or "most of the time".

Related to this lack of trust is a desire that someone from outside of politics be a Presidential candidate. Nationally, 45% think a non-political candidate would be a good idea, and 42% that it would be a bad idea. However, among those who think the government can be trusted just about always, only 17% endorse the idea of a non-political candidate. This endorsement goes up to 34% among those who think that the government can be trusted "most of the time". Among the majority who feel that the government can be trusted only "some of the time", fully 53% favor a non-political candidate.

The limited confidence in "the government" extends over both the executive and the legislative branches and to the state and local level as well. However, few are completely disillusioned:

Amount of trust in	A lot	Some	None at all
	%	%	%
President Ford and his Cabinet	23	63	12
Members of Congress	19	70	8
Your own state government	20	66	11
Your own local government	19	63	14

Trust in the news media is at a level comparable with government, while both business and labor rank appreciably lower in the public's esteem.

Amount of trust in	A lot	Some	None at all
	%	%	%
The news media	20	66	12
Business leaders and heads of corporations	6	62	26
Labor leaders and heads of labor unions	7	49	36

—!

Distrust appears to be a generalized attitude in the United States today, as indicated by the limited trust that most have toward "most people you meet". Only with respect to their neighbors and to local police is there any widespread degree of trust.

Amount of trust in	A lot	Some	None at all
	%	%	%
Most people you meet	28	64	6
Your local police	42	47	8
Your neighbors	49	44	4

Confidence In Current Political Leaders

About two out of every three Americans (66%) can name at least one political leader or figure who they think are "really speaking out on the important probelms facing this country" (without being shown any list or prompted in any other way).

The three most frequently named leaders who are "speaking out" are ---

Ronald Reagan 22%, George Wallace 22%, and Gerald Ford 21%. Three others named by relatively large proportions are --- Jimmy Carter 14%, Edward Kennedy 13%, and Hubert Humphrey 12%. No other person was named by more than 5%.

Ford and Reagan are each more likely to be named by Republicans than by Democrats or Independents as "speaking out", while Wallace is named by equivalent proportions of each political segment. Perhaps surprisingly, Carter is as likely to be named by Republicans as by Democrats. Conversely, Humphrey and Kennedy are selected primarily by Democrats as a spokesman.

Named as "speaking out"	Republican	Democrat	Independent
	%	%	%
Ronald Reagan	33	18	19
Gerald Ford	32	16	20
George Wallace	20	22	21
Jimmy Carter	17	15	11
Edward Kennedy	6	18	11
Hubert Humphrey	5	19	8

Two noteworthy aspects of this identification of spokesman are:

1. Those named by the largest proportions are primarily associated with a conservative or moderate viewpoint rather than a liberal one.

2. Democrats are as likely to name the Republicans -- Reagan and Ford -- as they are to name the Democrats -- Kennedy and Humphrey.

A somewhat different pattern emerges when each leader is rated separately with respect to the amount of trust and confidence held in each regarding his ability "to provide this country with the kind of leadership it needs". In this case, Ford and Kennedy socre best, followed closely by Humphrey and Reagan. Carter and Wallace trail behind the other four, with equal proportions rating each favorably. However, Carter's relatively poor standing is due to the fact that he was the least well known of the six, while Wallace got the largest negative score. (Six other political leaders were also rated, but none of them comes close to the standing of these six).

Trust and Confidence To Provide Leadership	Great deal and lot	Some	Little	Unde- cided	Never heard of him
	%	%	%	%	%
Gerald Ford	38	35	22	4	1
Edward Kennedy	37	27	32	4	*
Hubert Humphrey	34	34	28	4	*
Ronald Reagan	32	35	28	4	1
Jimmy Carter	24	34	18	9	15
George Wallace	22	29	44	5	*

If Carter's rating were to be based only on those claiming they had heard of him, his favorable score would be 28%.

The amount of trust and confidence five of these six leaders inspires is strongly colored by partisan loyalities. The one exception is Carter, who rates about as well among Republicans as among Democrates. In contrast, Ford, and to a somewhat lesser degree Reagan, are the Republican's choice while Humphrey and Kennedy are the Democrat's.

Taking these partisan loyalties into account, a few noteworthy points are:

1. Ford is the strongest among Independents, and is relatively strong among Democrats.

2. Wallace's appeal is limited to a minority among Democrats, Republicans, and even Independents.

3. While Kennedy and Humphrey score relatively well among Independents, as well as leading among Democrats, they show little ability to attract Republicans. The reverse is true for Reagan.

4. Carter is the only one to show bi-partisan strength, though it is as yet limited in relation the other five.

Have "A great deal" or "A lot of trust" in	Republicans	Democrats	Independents
	%	%	%
Ford	57	28	40
Kennedy	15	51	33
Humphrey	20	48	25
Reagan	50	22	31
Carter	25	27	20
Wallace	17	23	24

Although the above six are the only "standouts" of the twelve candidates tested, it must be recognized that none of them emerges as a leader who inspires trust and confidence among an absolute majority. In light of the fact, noted earlier, that few think the choice of candidates has improved, the electorate's judgment can best be summarized as: acceptable but not what the nation really needs.

In summary, it appears to be an exagerration to describe the electorate at large as "cynical". As of now, "disillusioned" would be a more accurate term. The seeds of cynicism are evident, however, and it would be equally misleading to conclude that the danger of widespread post-Watergate cynicism has been successfully avoided.

Some items in this folder were not digitized because it contains copyrighted materials. Please contact the Gerald R. Ford Presidential Library for access to these materials.

Political Polls : News

fil

N-5

Harris Survey

Ford's still well ahead of Reagan

By Louis Harris

PRESIDENT FORD has the support of 60 per cent of Republican and independent voters for the GOP nomination. compared with 30 per cent backing for Ronald Reagan.

sus 35 per cent for Ford. However, asked about the chances of "winning the election in November," 53 per cent gave Ford the edge, while 21 per cent said Reagan was the more likely victor.

Reagan and Ford ended up with 38 per cent each on the issue of "keeping

"For the Republican nomination for President this year, if you had to choose between Gerald Ford and Ronald Reagan, who would be your preferred choice?"

The answers, compared with those of earlier polls, were as follows:

Chicago Tribune, 6/7/76

6/10/76

PRIORITY STATES

1

State	Electoral Votes
California	45
Illinois	26
Michigan	21
New Jersey	17
Ohio	25
Pennsylvania	27
New York	41
Texas	26
Total	228

2

State	Electoral Votes
Missouri	12
Florida	17
Maryland	10
Washington	9
Wisconsin	11
Minnesota	10
Kentucky	9
Tennessee	10
Total	88

3

State	Electoral Votes
Connecticut	8
Iowa	8
Alaska	3
Colorado	7
Delaware	3
Oregon	5
Indiana	13
North Dakota	3
South Dakota	4
Virginia	11
Oklahoma	8
Total	73

4

State	Electoral Votes
Arizona	6
Maine	4
New Hampshire	4
Vermont	3
Kansas	7
Nebraska	5
Idaho	4
Utah	4
Wyoming	3
Montana	4
Nevada	3
New Mexico	4
Total	51

5

State	Electoral Votes
Massachusetts	14
Rhode Island	4
D. C.	3
Hawaii	4
W. Virginia	6
Georgia	12
Alabama	9
Arkansas	6
Louisiana	10
Mississippi	7
North Carolina	13
South Carolina	8
Total	96

WHAT IOWANS LOOK FOR IN A PRESIDENT

(744)

DES MOINES SUNDAY REGISTER

June 13, 1976

By GLENN ROBERTS
Director of The Iowa Poll

Iowans still look for basic qualities in a president in 1976, placing a high rating on honesty, leadership, intellect, stand on issues and experience in foreign affairs.

They have less concern about such

file

N-6

Harris Survey

Integrity is Carter's strong suit

By Louis Harris

WHAT THE American people find most appealing about former Georgia Gov. Jimmy Carter is that "he is not part of the Washington, D.C., establish-

less privileged people and genuinely wants to help them if he becomes President."

● By 40-22 per cent, a plurality believes that "as President, he would inspire confidence personally in the White House."

These figures indicate that Carter is beginning to come through to substantial numbers of the American people as a different type of national figure who can generate much positive support.

HOWEVER, AS he becomes a more familiar face, some of the early negatives that were raised about him linger:

● A 48-26 per cent plurality believes the charge by his primary opponents that "he has ducked taking stands on

POSITIVE

	Agree Per cent	Disagree Per cent	Not Sure Per cent
He is not part of the Washington, D. C., establishment, and this is good.	57	14	29
He is a man of high integrity.	54	11	35
If he gets the Democratic nomination, he will have done it without being obligated to anyone except the voters, and that's very good.	47	21	32
He has the courage not to make promises to get votes.	46	24	30
He feels deeply about less privileged people and genuinely wants to help them if he becomes President.	42	18	40
As President, he would inspire confidence personally in the White House.	40	22	38

Chicago Tribune (6/17)

Election: News

file

The Harris Survey

Carter holds wide lead over Ford and Reagan

By Louis Harris

WITH HIS FIRST-ballot nomination now assured, former Georgia Gov. Jimmy Carter has moved out to a sweeping 53 to 40 per cent lead over President

istered and likely voters is that traditional Democratic groups have rallied behind his candidacy now that the primary season is over.

● Among labor union members, Carter leads the President by 61 to 33 per

back to the fold under Carter's banner, there are two other groups with whom he makes a particularly impressive showing:

● Among young people under 30, who have not notably backed Carter in the

Chicago Tribune, 6/24/76

THE UNDER SECRETARY OF THE TREASURY
WASHINGTON, D.C. 20220

August 5, 1976

MEMORANDUM FOR: Honorable Michael Duval
Special Counsel to the President

FROM: Jerry Thomas

SUBJECT: Balanced Budget

You will undoubtedly recall the discussion concerning a Constitutional amendment requiring a balanced budget except during times of emergency.

A recent Gallup poll shows that 78 percent of the people favor such an amendment.

August 24, 1976

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476 5615
312

STRATEGY

POLLING REVIEW

Gallup (post Dem. Convention)	Gallup 8/9	Gallup 8/9	MOR 8/14
62	56	52	48
29	33	33	33

PRIORITY STATES

(A)

CONSTITUENCIES

Base Republican 95%

Ticket splitters - 2 groups 60-65%

Upper Middle

- Suburban
- Rep. Tendency
- Younger
- More affluent/better educated
- High school and some college
- High media intake print
- Conservative economically
- Moderate conservative socially

Upper Working Class

- Upper blue collar
- Lower white collar
- High school educated
- Dem. tendency
- TV
- Liberal economically
- Conservative socially

Both upward mobile

Both younger

Candidate oriented

SPECIAL GROUPS

- Catholic
- Jewish
- Younger

August 24, 1976

CANDIDATE PERCEPTION

	Positive	Questions	Negative
FORD	Honest Decent	Intelligent Political openess Compassionate/ understanding	Not strong leader Not decisive
CARTER	Honest/moral Social conservative restore traditional American values Good Democrati Economic liberal	Religious fanatic	Not experienced Not specific No record of accomplishment

REVIEW MAPS

August 24, 1976

THEME

Trust Ford more than Carter to sit in Oval Office and make value judgments for you.

DESIRED PERCEPTION

FORD	CARTER
Intelligent	Calculating
Competent	Manipulative
Knowledgeable	Inexperienced
Compassionate	No record of accomplishment
Decisive	Not specific
Stable	Classic Liberal Democrat
Even-handed	Soft/fuzzy
Trustworthy	Thin-skined
Forward-looking	

NEW DIMENSION OF FREEDOM
NEW FREEDOM
NEW GENERATION OF FREEDOM

MISC.

- Break stero type
- Use anti-establishment record
- Ask for support

THE WHITE HOUSE

WASHINGTON

September 20, 1976

MEMODANDUM FOR: MIKE DUVAL

FROM: DAVE GERGEN

SUBJECT: Initial Reaction to Sindlinger Visit

Mike, there are several important things that emerged from the Sindlinger visit which I want to give you in a summary form now and I'll expand upon later.

One, the sample we heard was fairly extensive but it tilted toward the upper-middle income voters and, therefore, we had an overlay of strong pro-Ford group responding to us. The net result showed Ford ahead but that is contrary to the nationwide polling Sindlinger's has been running over the last few weeks, most of which shows Carter with a lead of 6-8 points with a very, very high undecided rate.

Two, it was interesting that much of the Ford support seemed to be solid whereas the Carter support was soft. And there were a number of people who indicated that they might switch over to Ford under the right circumstances. There were several Reagan supporters who were called and they are all for Ford. The opportunity here, clearly, is to draw supporters away from Carter in the first debate. The danger is that Carter will be able to solidify his supporters and draw away the undecided during the first debate.

Three, the key question then, since Ford supporters are hard, is how to break into the ranks of the undecided and soft Carter supporters. The major point that emerges from the undecided and the soft Carter supporters is that they are more for Carter than for Ford because they don't think Ford has shown much leadership and doesn't have much of a record. As you know, in our preparations, we are heavily stressing the record and what he has achieved. In view of what is recounted here, I seriously think we ought to reconsider what we have in the answer, for instance, to the question of "Why I should be President". It should not be my record, my performance in office, my experiences in Washington. Rather, it should be directed at the softnesses of Carter which are perceived; namely, that he may be very expensive, that his programs will be inflationary, that he's unreliable, and that he'll send the country down the river. In response to the question of "Why I should be President", the point one might want to make instead of record, experience, etc., are these:

(a) I am a candidate who will reduce inflation. Carter is a candidate who will cause more inflation.

(b) I am a candidate who is going to lower taxes. Carter is a candidate who will raise taxes.

(c) I am the candidate who is going to reduce the size of government. Mr. Carter is a candidate who is going to increase the size of government.

As you can see, this is a very different approach but after hearing the polls and recognizing what the opportunities are, I am more and more persuaded that this is the right way to go.

Four, we have got to make it very clear that inflation causes unemployment. Contrary to Carter's view that the way to stop inflation is through government spending to create new jobs. We ought to use very simple, man-on-the-street language to convey the point that too many people in this country like plumbers and construction workers have found that they have priced themselves out of the market so that business has turned bad. What we need to do is get inflation under control in order to start jobs up again.

Five, it is very clear that most people don't think that Ford "has turned the country around" on inflation. They think that inflation is still very bad and they don't seem to give Ford much credit one way or the other. Ford can say "We've stopped run-away inflation, but prices are still going up and I am the man who is going to bring them down."

Six, we ought to hit Carter hard on a philosophy of spend-and-spend, elect-and-elect, and we ought to hit him hard on his inconsistencies and vacilations. It is very clear that he is extremely vulnerable on both of these points.

THE WHITE HOUSE

WASHINGTON

October 1, 1976

MEMORANDUM FOR: MIKE DUVAL

FROM: FOSTER CHANOCK FC

SUBJECT: Polling Information on Foreign Policy/ National Defense

Teeter Polls from Market Opinion Research

1. Foreign Policy and National Defense are low priority issues.

2. The President enjoys a 5: 3 advantage over Carter on the ability to handle foreign policy and defense matters.

3. The President's advantage is due to incumbency and experience. People do not offer a positive reason for preferring the President. Therefore, it is to our advantage to make this area an issue if we can articulate accomplishments which give people a reason to support the President.

4. Republicans traditionally receive higher ratings in this area.

5. By a 5:3 margin, people are against defense cuts. But, if asked to cut the budget, people agree that about 8% could be cut without jeopardizing our security. Forty percent cannot place the President on the defense spending issue. Sixty percent cannot place Carter on the defense spending issue.

6. The public disapproves of the general foreign policy by a slight plurality. Those who approve have no reason.

Disapprovers cite :	Kissinger	10%
	Isolationist reasons	25%
	Interventionist reasons	10%

7. In the priority states, we are doing below our normal vote with people in the Midwest and West who cite foreign policy as an important issue. Those same people do not like Kissinger.

8. The public wants us to be number one and wants to see evidence that detente benefits us.

9. Those who disapprove of Kissinger are on the idealogical extremes. The public wants to see evidence of the President's running foreign policy, not Kissinger.

10. The President should not be an apologist for our international situation -- Congress is responsible for our defense cuts; the Russians are responsible for inflaming the trouble spots in the world.

National Yankelovich Poll on Foreign Policy

1. Half of the public see detente benefiting the Russians more. Half of the public see detente benefiting both parties equally.

2. The public strongly agrees that:

   A) We should not get involved in a country's internal affairs.

   B) We should not aid countries just because they are anti-Communist.

   C) We should withold aid from countries supporting our enemies.

   D) We should not aid corrupt regimes where aid does not reach the people.

   E) Our domestic needs should take priority over the needs of people in foreign countries.

   F) We need more cooperation on food, energy, and economic problems.

3. The public less strongly agrees that:

   A) We should work more closely with our allies.

   B) Our foreign policy should be more moral (consistent with American values).

   C) The United Nations is ineffective.

   D) We should work more closely with Peking without abandoning Taiwan.

   E) We must end our dependence on foreign countries for raw materials.

   F) We must learn to "get along" better with countries different than our own.

4. The public is strongly divided on the subject of arms sales:

   A) They favor sales because of job creation and increased international influence.

   B) But, they fear sales which might get us involved in another Vietnam and which encourage military governments.

   C) Vietnam is viewed as a dark moment in American history and we should never have been there (by 70%).

5. Seventy percent of the people are worried because the U.S. is losing power and respect in the world.

6. The public will compromise morality for self-interest but they don't want to.

7. The public classifies themselves as:

Interventionists	44%
Moderates	33%
Isolationists	23%

<u>Potomac Associates National Poll</u>

1. The general public sees the world situation facing the country and the prospects for peace as slightly worsening.

2. Confidence in our armed forces has risen as has a willingness to maintain the U.S. in a dominant military position.

3. The public sentiment for defense spending and military bases abroad has increased while military aid, economic aid and UN support are decreasing. Those against military spending and bases tend not to be our constituents (liberals, blacks, union members, and under 30). Our constituents do fear that the Russians are getting stronger at a faster rate than we are.

4. Although a large majority agree we should improve relations with Russia (trade, SALT, other cooperative agreements), few people trust them.

5. More people think that our alliances are improving in the last two years, but they find that they could be stronger.

Conclusions

The average voter is best described as a cautious internationalist. He is uneasy about the present and the future, and therefore, supportive of being as strong as possible militarily. Vietnam left a bad taste which on the one hand encourages a desire to be strong and respected while on the other hand a reticence to become involved. There is no cause in the world which Americans would lay down their lives at present.

The electorate favors more cooperation in the areas of food, energy, and economic planning. They want to see us once again standing for what's right in the area of human values. But, they want us to be more selfish in our decision-making.

We are on the right side of the major issues in foreign policy and defense but people need a reason to be proud of their country and their President's leadership. We must be strong and we must be right. Our policy must first protect ourselves and then strive to achieve goals for other people which we set for ourselves, which ultimately benefits ourselves as well.

Carter's thematic approach restores a moral tone which people are longing for; to be friendlier with our allies, to stand up for what's right, to be tougher on our enemies, and not to get involved where it's unnecessary.

We must level with the people inthe debate:

1. We must be strong enough to keep the peace.

2. We must cooperate with other countries where it benefits the United States.

3. We must stand up for human rights wherever we can so people can be proud again.

4. We must face the fact that it is a hostile and difficult world where we must often settle for less than perfection to protect the safety of our nation.

October 21

THE WHITE HOUSE
WASHINGTON

TO: MIKE DUVAL

FROM: JOHN O. MARSH, JR.

____________ For Direct Reply

____________ For Draft Response

XX For Your Information

____________ Please Advise

Jack

THE WHITE HOUSE

WASHINGTON

October 21, 1976

Dear Cliff:

Just a short note to thank you for sending me the most interesting opinion survey of editors.

I have taken the liberty of making copies available to other interested individuals here.

With kindest personal regards, I am

Sincerely,

Jack

John O. Marsh, Jr.
Counsellor to the President

Mr. Clifford Evans
Vice President
Washington News Bureau
RKO General Broadcasting
1701 Pennsylvania Avenue, N.W.
Washington, D. C. 20006

RKO GENERAL

RKO GENERAL BROADCASTING

1701 PENNSYLVANIA AVENUE, N.W. • WASHINGTON, D.C. 20006 • AREA CODE 202 965-1500

VICE PRESIDENT
WASHINGTON NEWS BUREAU

October 20, 1976

Dear Jack,

I know you will find the enclosed of interest. This will be released tomorrow.

Regards,

Cliff

Clifford Evans

Mr. Jack Marsh
The White House
Washington, D.C.

CE/kp

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CLIFFORD EVANS
•
VICE PRESIDENT
ASHINGTON NEWS BUREAU

Release at Will

OPINION SURVEY

of

*** EDITORS ***

of the

MAJOR DAILY NEWSPAPERS OF THE COUNTRY

on the

PRESIDENTIAL ELECTION

* * *

90% say: Jimmy Carter is the stronger Candidate at this time

49% say: Jimmy Carter will be elected and 45 % say President Ford will be elected (6% Don't Know)

55% say: Economy is the No. 1 Issue in the Election; 27% also say, Leadership

68% say: Election will be determined by Personalities.. 20 % say Issues and Personalities... 12% say Election will be determined by Issues.

* * *

112 Questionnaires were mailed October 7 & 8

51 Answers were received October 11-19

ion Survey conducted by the Washington News Bureau*RKO General Broadcasting

RKO GENERAL

RKO GENERAL BROADCASTING

1701 PENNSYLVANIA AVENUE, N.W. · WASHINGTON, D.C. 20006 · AREA CODE 202 965-1500

CLIFFORD EVANS
•
VICE PRESIDENT
WASHINGTON NEWS BUREAU

Release at Will

(Opinion Survey conducted by the Washington News Bureau*RKO General Broadcasting)

Responding to a written Questionnaire, the Editors of the major newspapers of the nation see the Presidential Election as being very close...Jimmy Carter being stronger "at this time", and also bearly winning the election.

112 Questionnaires were mailed to the Editors of the largest daily newspapers in the Northeast, South, Midwest, Southwest and the Pacific Coast.

51 responded and of that number, 25 Editors say that Jimmy Carter will win...23 others say President Ford will win and 3 Editors are undecided.

In answer to the Question, "Who is stronger at this time?"... 46 say Jimmy Carter is ahead, 3 say President Ford...and 2 Editors believe it's a tie even now.

Responses came from the Editors of the following daily newspapers:

Northeast (16 Editors): New York Daily News, Philadelphia Inquirer, Harrisburg News & Patriot, Camden Courier-Post, Syracuse

(more)

Herald-Journal, Providence Journal & Bulletin, Boston Herald-American, Buffalo Evening News, Worcester Telegraph & Gazette, Pittsburgh Press, Newday, Christian Science Monitor (4 Editors asked not to be identified).

South (11Editors): The News & Observer of Raleigh, New Orleans Times-Picayune, St. Petersburg Times, Orlando Sentinel Star, Winston-Salem Journal, Jacksonville Times-Union & Journal, Knoxville News-Sentinel (1 Editor asked not to be identified), Atlanta Journal, Atlanta Constitution, Miami Herald.

Midwest (14): Detroit Free Press, Cincinnati Post, Cleveland Press, Detroit News, Indianapolis Star, Chicago Tribune, Chicago Sun-Times, St. Paul Dispatch & Pioneer Press, Lincoln Star, (5 Editors asked not to be identified).

Southwest (4): Albuquerque Journal, Ft. Worth Star-Telegram, Austin American, Houston Chronicle.

Pacific Coast (6): Long Beach Press-Telegram, Santa Ana Register, Sacramento Union, Spokane Spokesman-Review, San Diego Union, Portland Oregonian.

* * * What Do You See As The Key Issue? * * *

In answer to the Question, "What do you see as the key issue in determining the 1976 Presidential Election?", 28 of the 51

(more)

RKO General Broadcasting*Washington News Bureau
Survey of Editors

Editors say, The Economy...14 say, Leadership.

A number of Editors list more than 1 Issue, but the following list only The Economy as the key issue which will determine the election: Hal Gulliver of the Atlanta Constitution; James Hoge, Chicago Sun-Times; William Sumner, St Paul Dispatch & Pioneer Press; William O. Dobler, Lincoln Star; Clayton Kilpatrick, Chicago Tribune; Frank H. Crane, Indianapolis Star; Robert H. Wills, Milwaukee Sentinel; Ralph L. Millett Jr., Knoxville News-Sentinel; Fred Flagler, Winston-Salem Journal; Claude Sitton, The News & Observer of Raleigh; Miles E. Sines, Long Beach Press-Telegram; Don Hoenshell, Sacramento Union; Robert A. Brown, Albuquerque Journal; J.R. Nokes, Portland Oregonian; John Troan, Pittsburgh Press; Creed Black, Philadelphia Inquirer; Sam Bornstein, Boston Herald-American; Charles M. Hauser, Providence Journal & Bulletin;

.; William D. Cotter, Syracuse Herald-Journal; Robert T. Seymour, Harrisburg News & Patriot.

* * * Who Is Stronger Now? Who Will Win? * * *

In answer to the Question, "Who is stronger at this time?", 46 say Carter...3 say Ford...2 are undecided.

In answer to the Question, "Who will win on Election Day?", 25 of the 51 Editors who responded pick Jimmy Carter as the Election Day winner...23 name President Ford...and 3 make no prediction.

A Geographical Breakdown:

Northeast: (16 Editors responded) 15 say Carter is stronger now, but 9 say Ford will win.

South: (11 responded) 9 say Carter is ahead now, but 2 switch--7 see Carter as the winner.

Midwest: (14) 13 say Carter is the leader now, but as to who will win, 8 say Carter and 6 say Ford.

Southwest: (4) 3 say Carter is ahead now, but as to who will win, 2 say Ford and 2 say Carter.

Pacific Coast: (6) All 6 say Carter is the Leader now, but as to who will win, 2 predict Carter, 2 predict Ford and 2 are undecided.

Clayton Kirkpatrick, Editor of the Chicago Tribune, says Carter is stronger at this time, but in answer to the Question "Who will win on Election Day?", writes, "Too close to call, but I'd lean to Ford."

Thomas Boardman of the Cleveland Press, who sees Carter ahead now, sees Carter as the winner, "but close."

Robert C. Achorn of the Worcester Telegram and Gazette, says

(more)

that Carter is stronger now, but that Ford will win "by a whisker." Jack L. Butler of the Fort Worth Star-Telegram sees Carter the winner, adding: "Ford is coming--but I doubt that he can make it." Miles E. Sines of the Long Beach (Calif.) Press-Telegram says that while Carter is stronger now, the winner on Election Day is "too close to call."

The upcoming Debate is emphasized by Don Shoemaker of the Miami Herald, Gerald Warren of the San Diego Union and John S. Walters of the Jacksonville Times-Union & Journal.

Shoemaker says Carter is stronger now and will win, but he writes, "This does not mean that I will vote for Carter. I am undecided so far and I think that 15-20% of the voters are, too. Carter shows evidence of eating into the undecided and independent vote. But much will swing on the last debate."

Warren, who says Carter is stronger now but sees Ford the winner adds "I still believe President Ford has time to reassure the electorate of his leadership qualities. Mr. Carter has regained the momentum, however, since the second Debate. The <u>third</u> Debate is crucial for the President."

And Walters sees Carter the Election Day winner, "if no new disclosure or development such as the Playboy Interview surface to his embarrassment between now and November 2. The <u>third</u> Debate should be especially important to both men."

(more)

* * * On the Key Issue * * *

Michael J. O'Neill of the New York Daily News sees the Key Issue as "the public perception of the Leadership qualities of the respective candidates." David Laventhol of Newsday says "competence as President." While John Hughes of the Christian Science Monitor sees the Key Issue as "economy and personal integrity."

Martin S. Hayden, Editor of the Detroit News says the Key Issue is "taxes and cost of government." But Joe H. Stroud of the Detroit Free Press says, "trust in government."

The Key Issue? James Hoge of the Chicago Sun Times writes, "state of the Economy and the effect on Jobs and Prices." Claude Sitton of The News and Observer of Raleigh says, "The economy is the single most frequently mentioned issue in my opinion, however, the decisive factor will be the voters' assessment of the leadership style of the two candidates."

William O. Dobler of the Lincoln (Neb.) Star writes, "the economy is a gut issue that is hard to put down. Second to that, Confidence in the government or Integrity. Ford does not suffer much on that, but his party does, as does all of politics, which favors Carter as a new face."

Everett D. Collier of the Houston Chronicle sees the Key Issue as "morality and big government, with taxes being a part of big government." And Jim Dean of the Santa Ana (Calif.) Register lists, "Candidate Credibility."

* * * Who is Stronger at This Time? * * *

Only three Editors, out of 51 who responded, say President Ford is stronger at this time.

Michael J. O'Neill of the New York Daily News (who then says Jimmy Carter will win)...Edward Tunstall of the New Orleans Times-Picayune (who predicts a Ford victory)...and Fred Flagler of the Winston-Salem Journal (who forecasts Carter the Election Day winner).