

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

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

March 28, 1972

~~CONFIDENTIAL/EYES ONLY~~

MEMORANDUM FOR: MR. H. R. HALDEMAN
FROM: ROBERT M. TEETER *Esau*
SUBJECT: "California Poll" Results

The attached are the "California Poll" results for January and February. D.M.I. provides this information to us gratis.

It is not possible to demographically compare our early January poll with the "California Polls" because of the small sample size for LA/Orange. However, we will be able to plot demographic trends as March, April and May's "California Polls" are taken. Kennedy was not included in the survey, but I have asked D.M.I. to replace his name on a sample ballot.

For purposes of comparison our early January poll results for LA/Orange were:

Nixon	44	Nixon	49
Muskie	42	Humphrey	35
Wallace	6	Wallace	5
Und.	8	Und.	11
N=432		N=432	

~~CONFIDENTIAL/EYES ONLY~~

Determined to be an
Administrative Marking

By SD NARA, Date 12/30/09



California Poll
January & February
LA/Orange

	<u>Nixon</u>	<u>Muskie</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	45%	37%	7%	11%	1992
<u>Age</u>					
18-20 years	35	41	9	15	157
21-24 years	43	39	7	11	211
25-34 years	42	41	6	11	430
35-44 years	47	33	9	11	350
45-54 years	48	36	6	10	364
55-64 years	47	36	6	11	263
65 years +	49	31	7	13	188
No Ans/Refusal	36	21	7	36	28
<u>Education</u>					
Grade school or less	37	36	10	17	124
Some high school	37	37	11	15	215
High school grad.	42	39	7	12	691
Some college	47	35	6	12	580
College grad.	54	34	4	8	256
Post graduate	56	33	2	9	111
No Ans/Refusal	53	27	0	20	15
<u>Race</u>					
White	48	34	7	11	1726
Negro	17	63	5	15	191
Oriental	55	21	3	21	29
Other	20	47	20	13	15
<u>Spanish Surname</u>					
Yes	29	51	8	12	106
No	47	35	7	11	1585
<u>Party Registration</u>					
Republican	83	8	3	6	570
Democrat	23	60	7	10	844
Independent	38	25	16	21	102
Other	21	50	4	25	24
<u>Family Income</u>					
\$0-7,500	36	41	7	16	432
\$7,500-10,000	39	40	11	10	317
\$10,000-15,000	47	36	6	11	486
\$15,000 +	55	33	6	6	526
No Ans/Refusal	41	34	5	20	214
<u>Sex</u>					
Male	46	35	8	11	961
Female	44	38	6	12	1022
<u>Area</u>					
Los Angeles	43	38	7	12	1642
Orange	55	29	6	10	339



California
California Poll
January & February
LA/Orange

	<u>Nixon</u>	<u>Humphrey</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	49%	31%	6%	14%	1992
<u>Age</u>					
18-20 years	38	26	10	26	73
21-24 years	49	30	9	12	116
25-34 years	50	27	7	16	231
35-44 years	47	38	6	9	165
45-54 years	50	31	6	13	177
55-64 years	49	34	4	13	127
65 years +	52	31	4	13	84
No Ans/Refusal	67	0	0	33	6
<u>Education</u>					
Grade school or less	40	35	11	14	57
Some high school	37	36	11	16	102
High school grad.	49	31	7	13	338
Some college	50	29	6	15	263
College graduate	56	30	2	12	139
Post graduate	54	29	2	15	48
No Ans/Refusal	58	25	0	17	12
<u>Race</u>					
White	52	29	6	13	860
Negro	19	56	6	19	80
Oriental	65	14	14	7	14
Other	25	25	12	38	8
<u>Spanish Surname</u>					
Yes	30	38	11	21	47
No	51	30	6	13	1585
<u>Party Registration</u>					
Republican	87	5	4	4	284
Democrat	29	53	4	14	413
Independent	44	21	19	16	52
Other	33	33	0	34	9
<u>Family Income</u>					
\$0-7,500	38	40	5	17	199
\$7,500-10,000	43	30	11	16	131
\$10,000-15,000	50	32	6	12	244
\$15,000 +	58	27	5	10	285
No Ans/Refusal	45	25	9	21	111
<u>Sex</u>					
Male	51	29	7	13	462
Female	47	33	5	15	513
<u>Area</u>					
Los Angeles	47	32	7	14	804
Orange	55	29	5	11	169

