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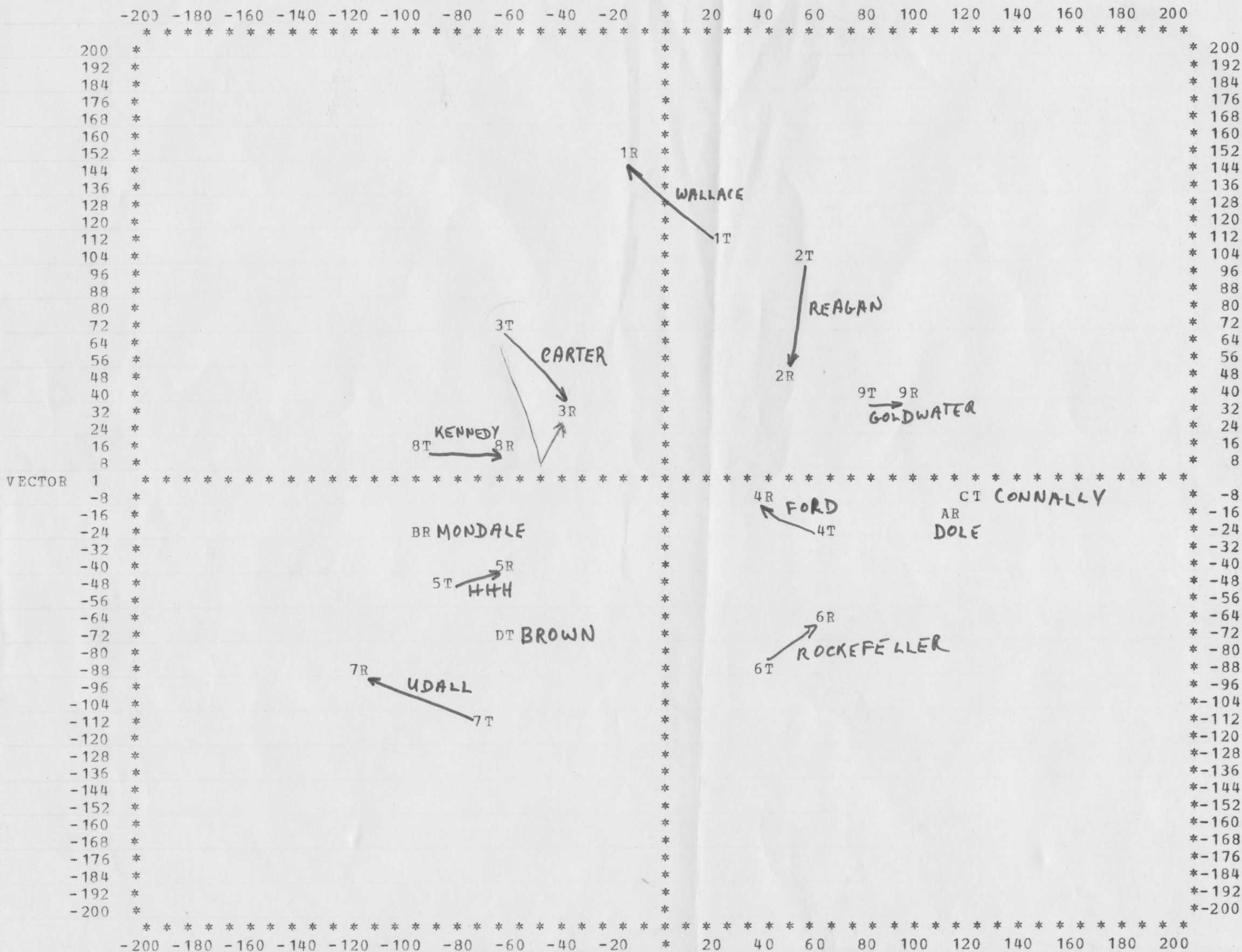
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VECTOR PLOTS

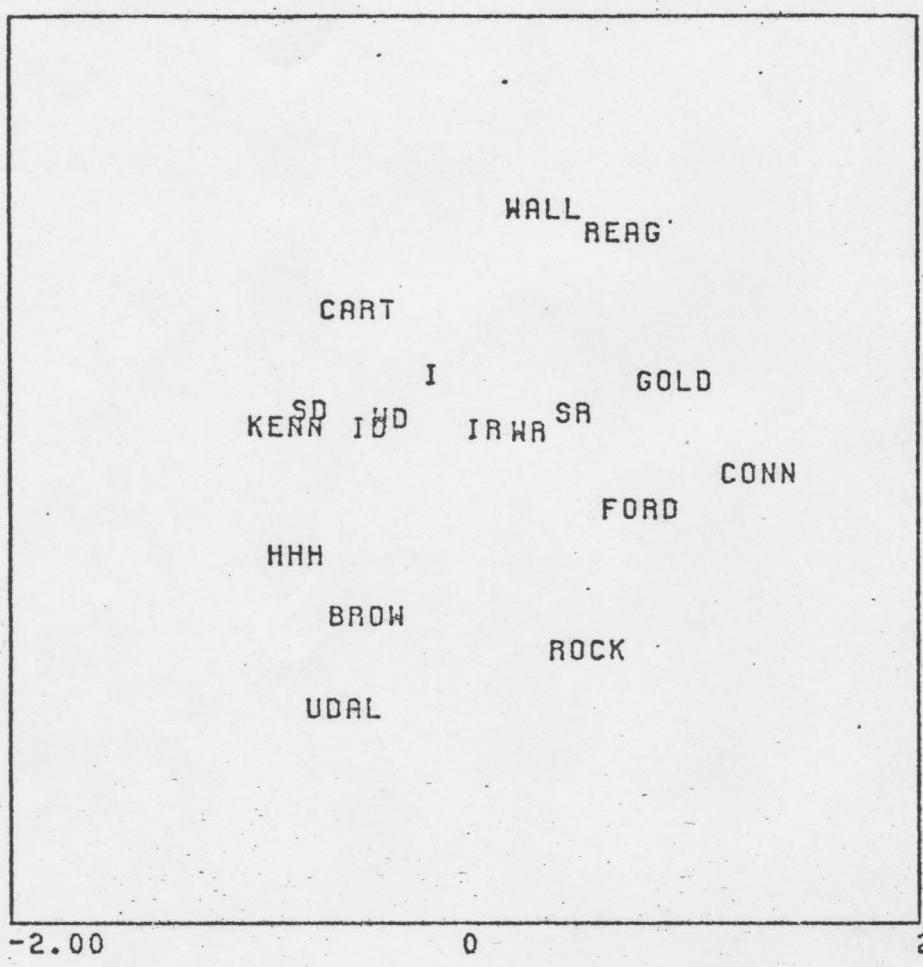
VECTOR 2 PLOTTED AGAINST VECTOR 1

VECTOR 2





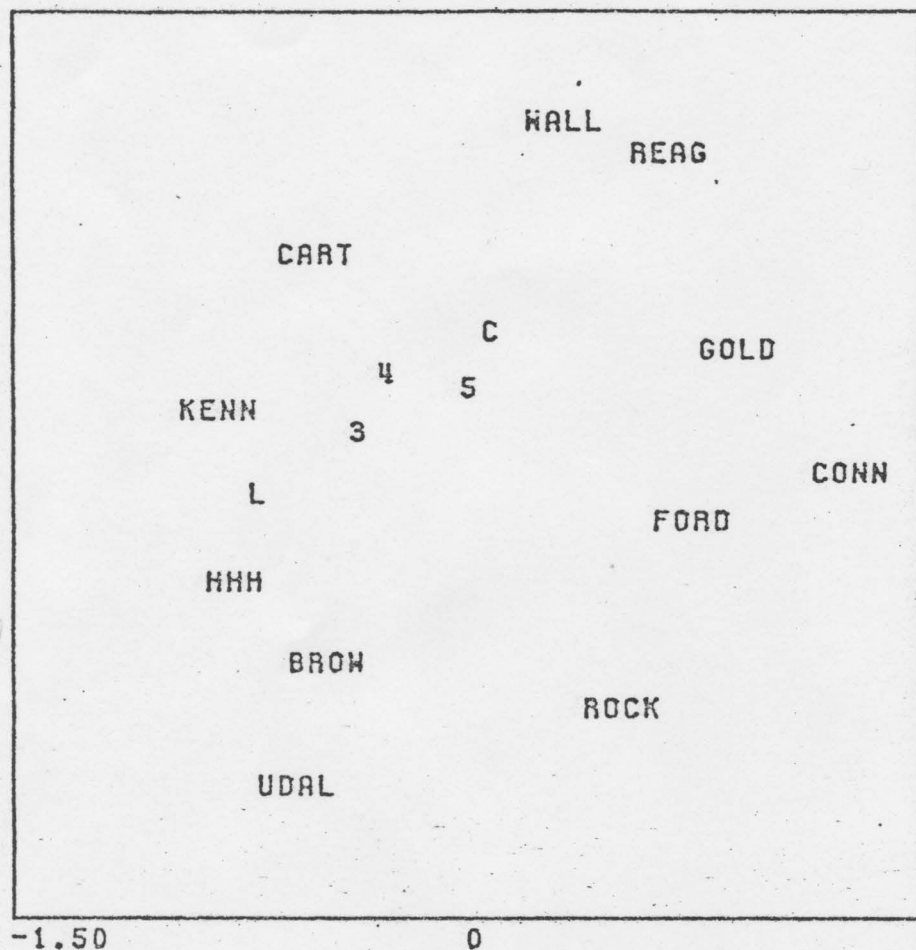
VOTER'S PARTY IDENTIFICATION



- 23 1 WALLACE
- 24 2 REAGAN
- 25 3 CARTER
- 26 4 CONNALLY
- 27 5 FORD
- 33 6 HHH
- 34 7 BROWN
- 35 8 ROCKEFELLER
- 36 9 UDALL
- 37 A KENNEDY
- 38 B GOLDWATER

KEY		
SD	STRONG DEMOCRAT	(21.3%)
WD	WEAK DEMOCRAT	(22.5%)
ID	INDEPENDENT DEMOCRAT	(14.9%)
I	INDEPENDENT	(11.4%)
IR	INDEPENDENT REPUBLICAN	(8.3%)
WR	WEAK REPUBLICAN	(12.4%)
SR	STRONG REPUBLICAN	(8.8%)

VOTER'S LIBERAL/CONSERVATIVE POSITION



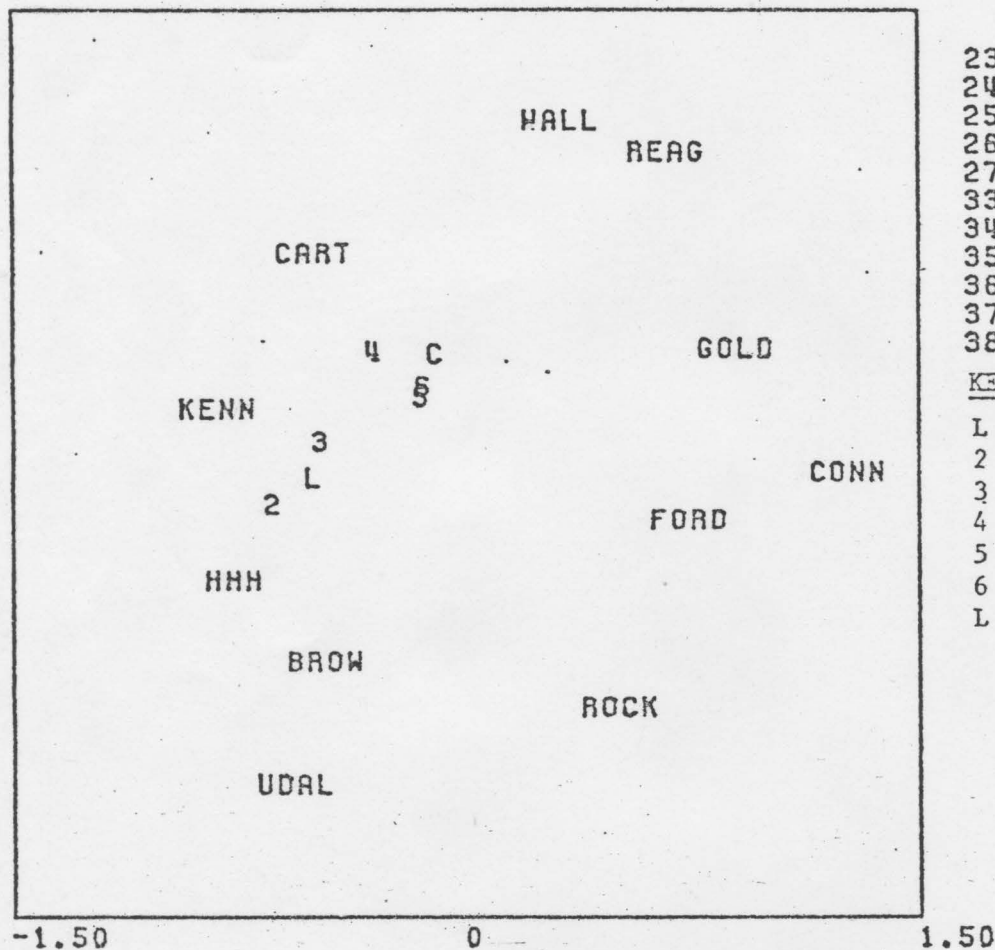
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- 26 4 CONNALLY
- 27 5 FORD
- 33 6 HHH
- 34 7 BROWN
- 35 8 ROCKEFELLER
- 36 9 UDALL
- 37 A KENNEDY
- 38 B GOLDWATER

KEY

- C CONSERVATIVE (16.1%)
- 5 SLIGHTLY CONSERVATIVE (14.6%)
- 4 MODERATE (33.4%)
- 3 SLIGHTLY LIBERAL (12.8%)
- L LIBERAL (15.0%)



VOTER'S GENERAL POSITION ON SOCIAL ISSUES



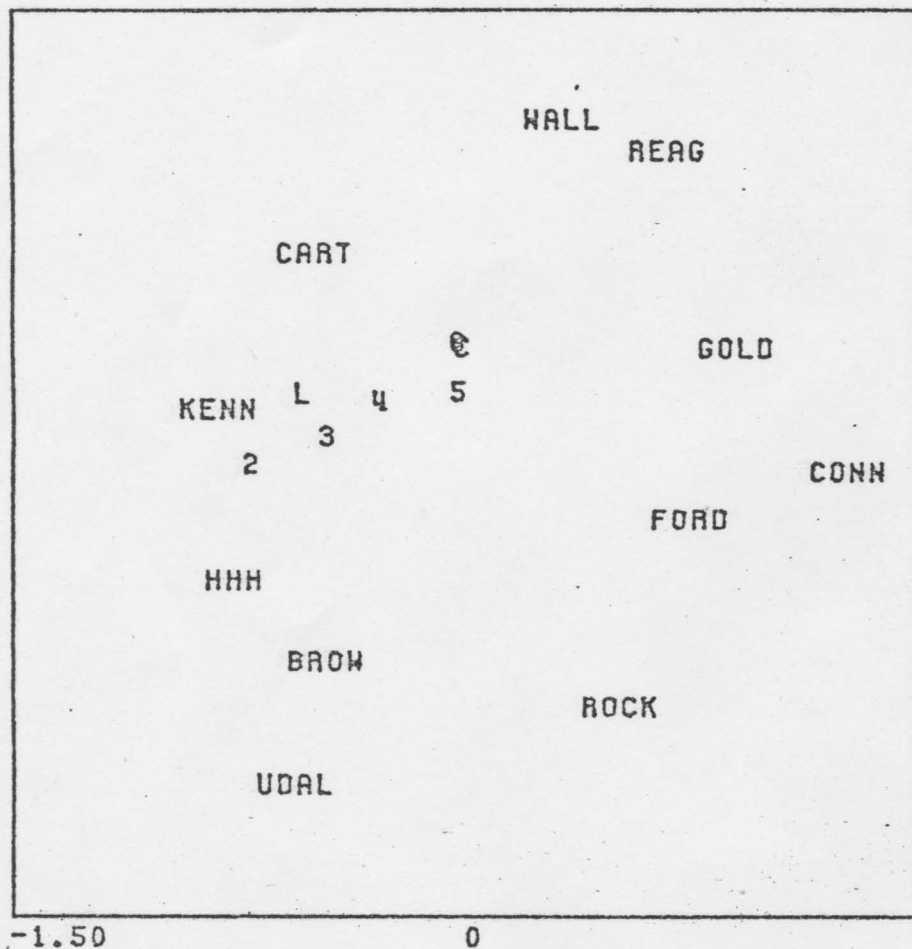
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- 36 9 UDALL
- 37 A KENNEDY
- 38 B GOLDWATER

KEY

- L EXTREMELY LIBERAL (8.9%)
- 2 LIBERAL (6.8%)
- 3 SLIGHTLY LIBERAL (8.0%)
- 4 MODERATE (15.2%)
- 5 SLIGHTLY CONSERVATIVE (8.5%)
- 6 CONSERVATIVE (13.2%)
- L EXTREMELY CONSERVATIVE (32.5%)



VOTER'S GENERAL POSITION ON ECONOMIC ISSUES



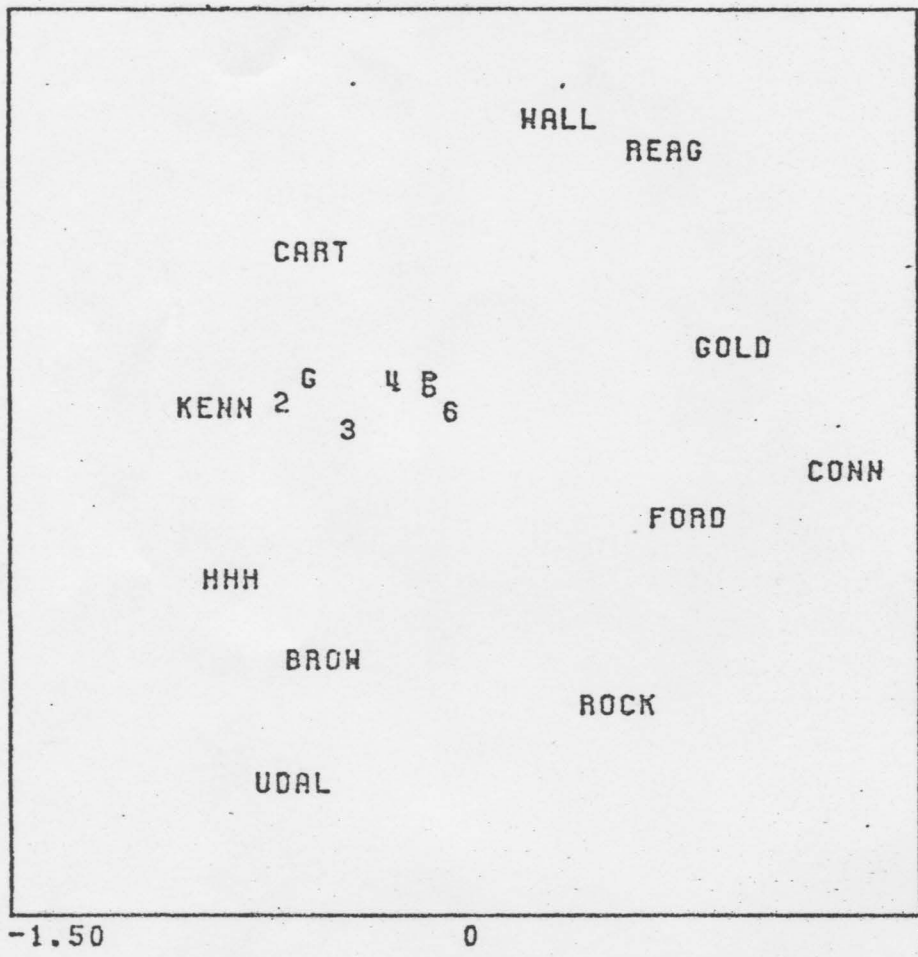
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- 27 5 FORD
- 33 6 HHH
- 34 7 BROWN
- 35 8 ROCKEFELLER
- 36 9 UDALL
- 37 A KENNEDY
- 38 B GOLDWATER

KEY

- L EXTREMELY LIBERAL (9.3%)
- 2 LIBERAL (7.6%)
- 3 SLIGHTLY LIBERAL (14.1%)
- 4 MODERATE (20.4%)
- 5 SLIGHTLY CONSERVATIVE (13.2%)
- 6 CONSERVATIVE (14.3%)
- C EXTREMELY CONSERVATIVE (12.3%)



VOTER'S POSITION ON UNEMPLOYMENT

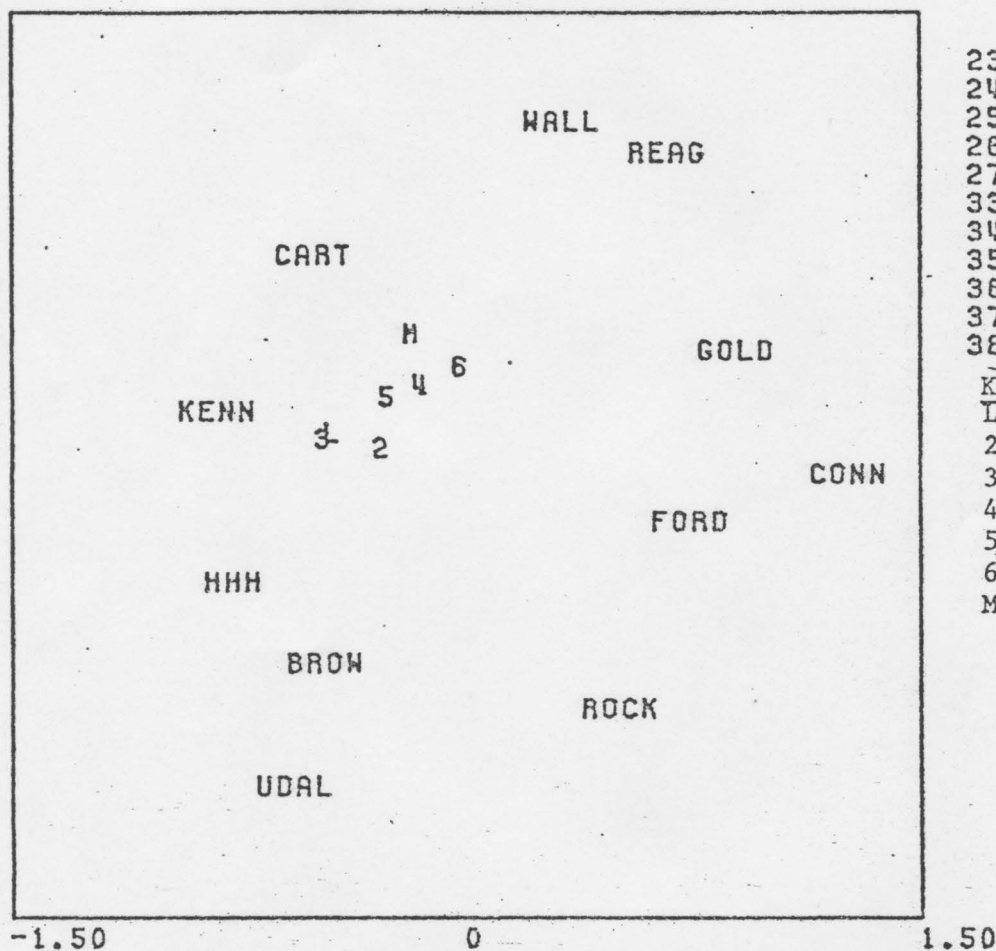


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- 26 4 CONNALLY
- 27 5 FORD
- 33 6 HHH
- 34 7 BROWN
- 35 8 ROCKEFELLER
- 36 9 UDALL
- 37 A KENNEDY
- 38 B GOLDWATER

KEY:

- | | | |
|---|------------------------|---------|
| G | EXTREMELY LIBERAL | (18.9%) |
| 2 | LIBERAL | (7.0%) |
| 3 | SLIGHTLY LIBERAL | (8.1%) |
| 4 | MODERATE | (18.3%) |
| 5 | SLIGHTLY CONSERVATIVE | (9.3%) |
| 6 | CONSERVATIVE | (10.1%) |
| P | EXTREMELY CONSERVATIVE | (18.5%) |

VOTER'S POSITION ON NATIONAL DEFENSE



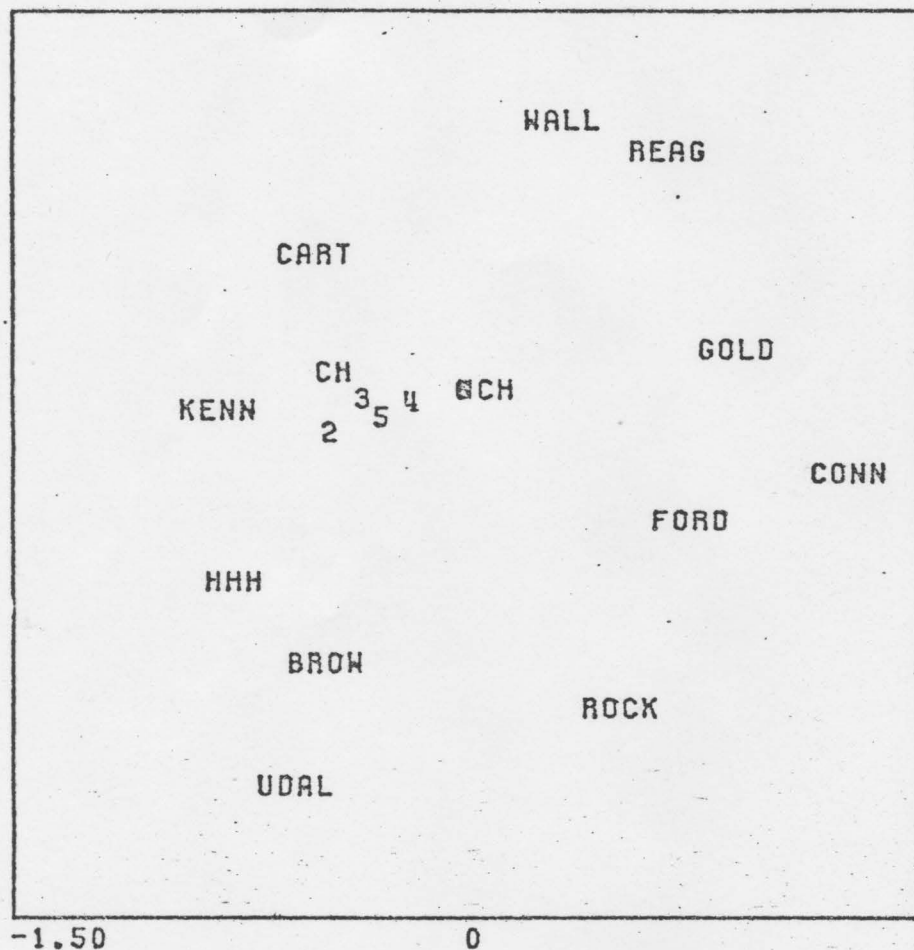
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- 26 4 CONNALLY
- 27 5 FORD
- 33 6 HHH
- 34 7 BROWN
- 35 8 ROCKEFELLER
- 36 9 UDALL
- 37 A KENNEDY
- 38 B GOLDWATER

KEY

- L EXTREMELY LIBERAL (22.5%)
- 2 LIBERAL (6.5%)
- 3 SLIGHTLY LIBERAL (6.4%)
- 4 MODERATE (15.0%)
- 5 SLIGHTLY CONSERVATIVE (12.6%)
- 6 CONSERVATIVE (8.5%)
- M EXTREMELY CONSERVATIVE (20.4%)



VOTER'S POSITION ON NEED FOR POLITICAL AND ECONOMIC CHANGE



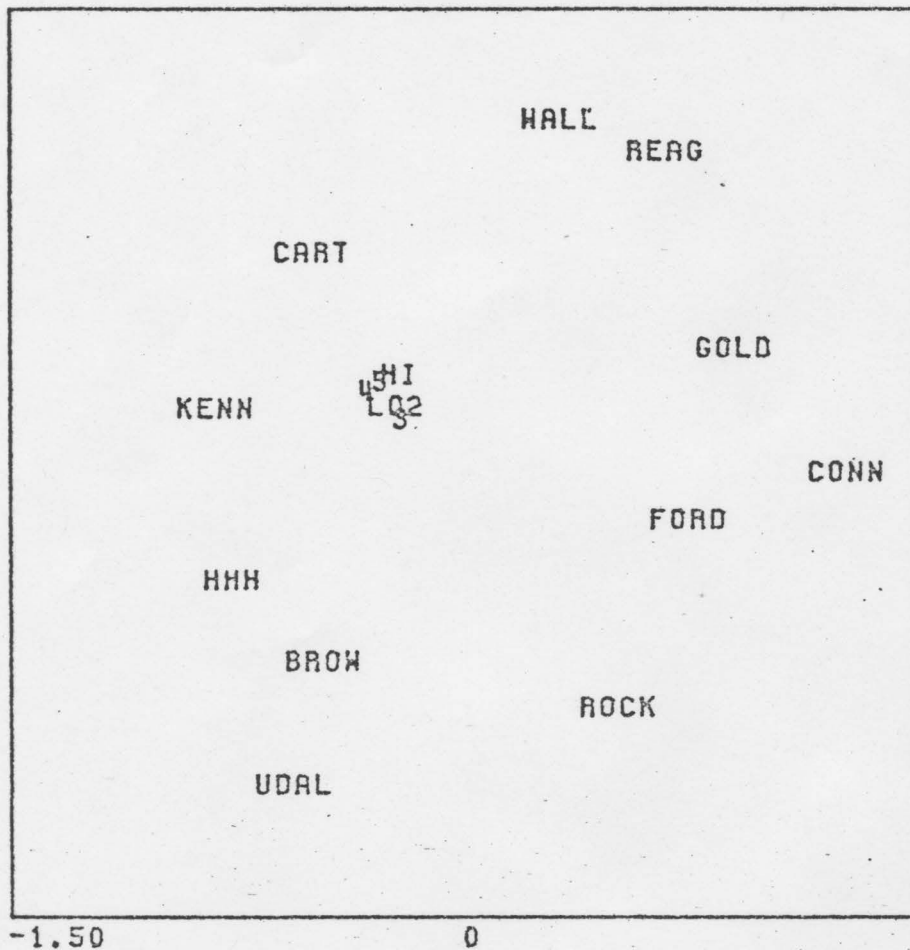
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- 37 A KENNEDY
- 38 B GOLDWATER

KEY

CH	EXTREMELY LIBERAL	(18.9%)
2	LIBERAL	(8.3%)
3	SLIGHTLY LIBERAL	(12.2%)
4	MODERATE	(15.9%)
5	SLIGHTLY CONSERVATIVE	(11.8%)
6	CONSERVATIVE	(8.2%)
NCH	EXTREMELY CONSERVATIVE	(14.8%)



VOTER'S DEGREE OF POLITICAL CYNICISM

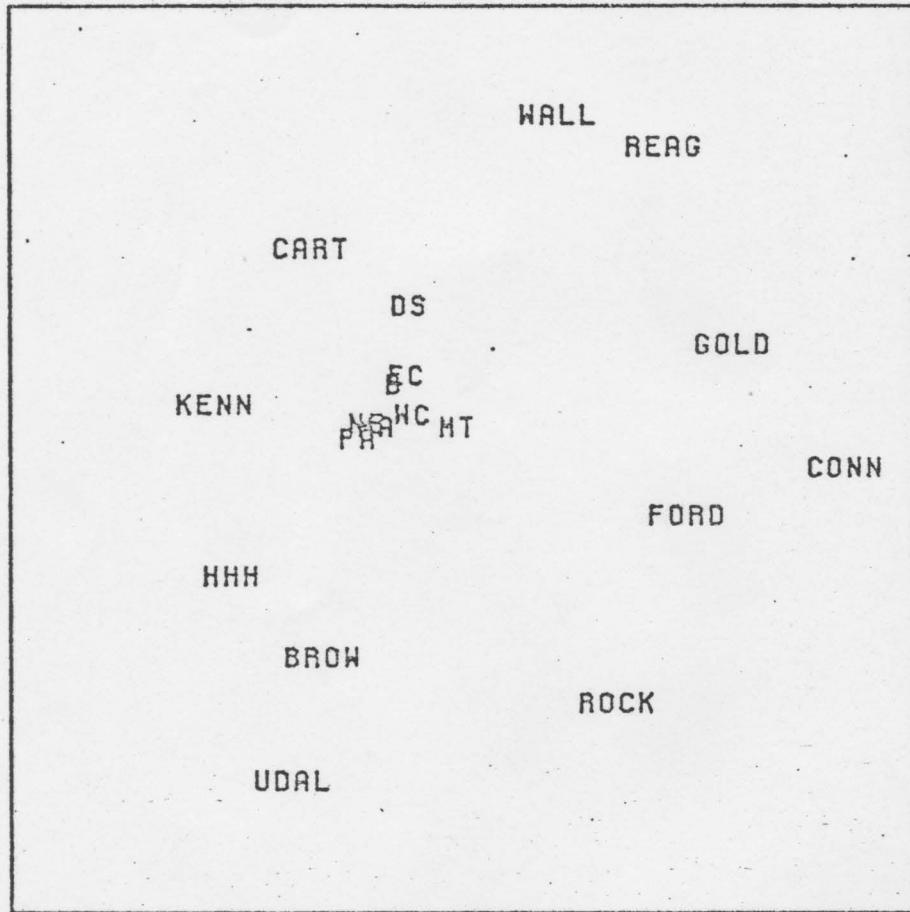


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- 26 4 CONNALLY
- 27 5 FORD
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- 34 7 BROWN
- 35 8 ROCKEFELLER
- 36 9 UDALL
- 37 A KENNEDY
- 38 B GOLDWATER

KEY

HI	HIGH	(19.4%)
5		(27.2%)
4		(23.0%)
3		(15.0%)
2		(10.0%)
LO	LOW	(4.9%)

REGIONAL GROUPS



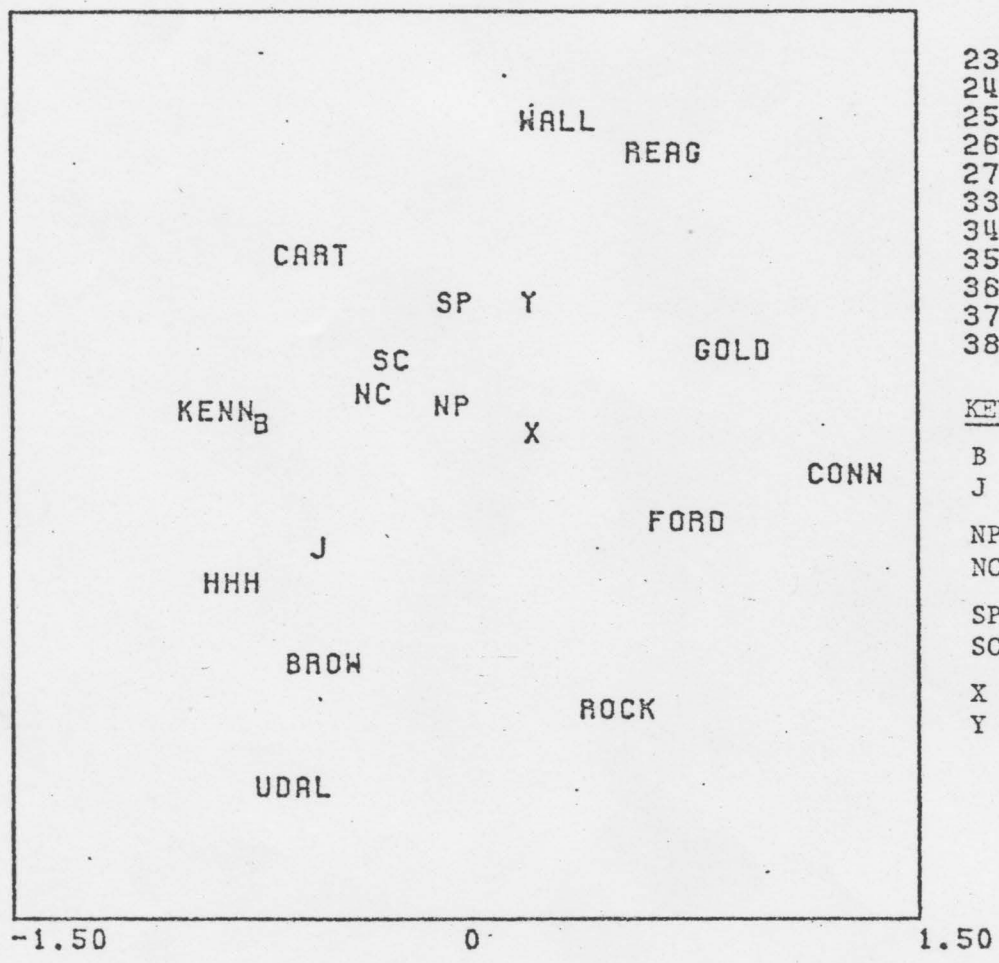
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- 26 4 CONNALLY
- 27 5 FORD
- 33 6 HHH
- 34 7 BROWN
- 35 8 ROCKEFELLER
- 36 9 UDALL
- 37 A KENNEDY
- 38 B GOLDWATER

KEY

NE	NEW ENGLAND	(5.9%)
MA	MIDDLE ATLANTIC	(18.7%)
EC	EAST NORTH CENTRAL	(19.3%)
WC	WEST NORTH CENTRAL	(8.3%)
B	BORDER	(8.6%)
DS	DEEP SOUTH	(21.3%)
MT	MOUNTAIN	(4.5%)
PA	PACIFIC	(13.4%)



KEY DEMOGRAPHIC GROUPS

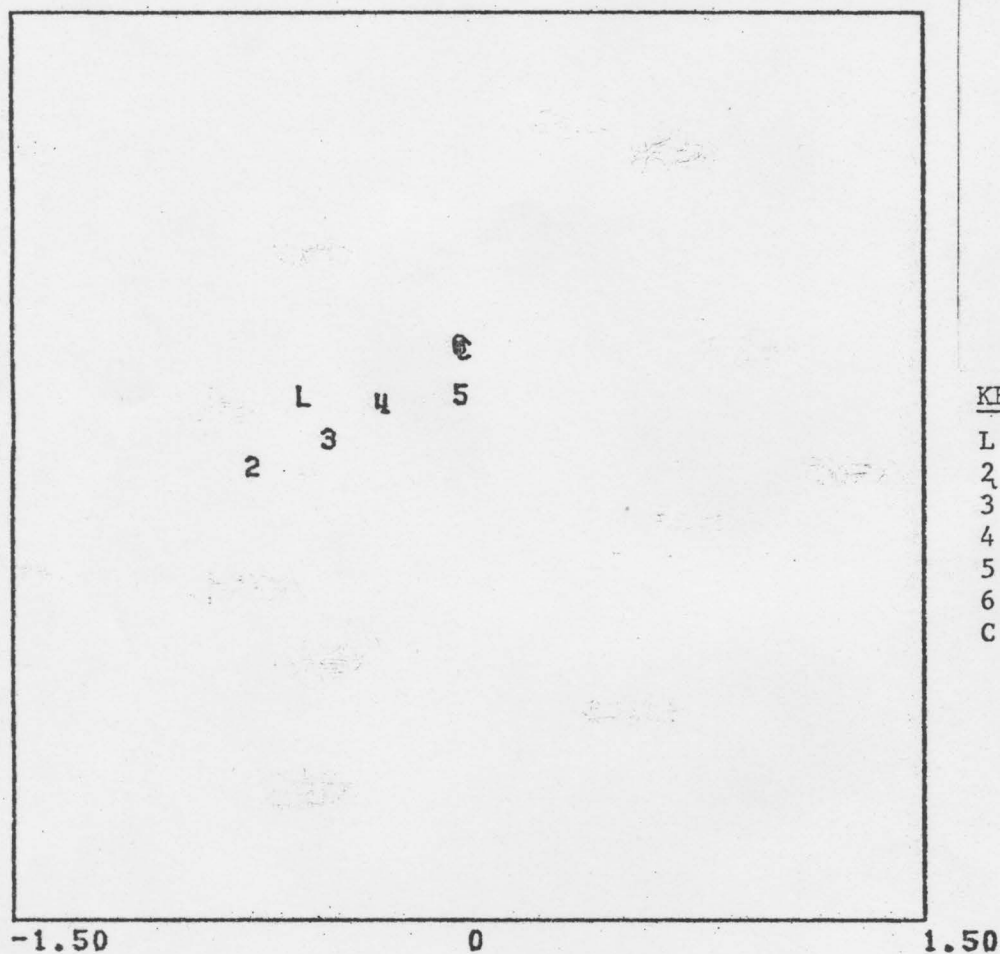


- 23 1 WALLACE
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- 26 4 CONNALLY
- 27 5 FORD
- 33 6 HHH
- 34 7 BROWN
- 35 8 ROCKEFELLER
- 36 9 UDALL
- 37 A KENNEDY
- 38 B GOLDWATER

KEY

B	BLACKS	(10.4%)
J	JEWS	(3.7%)
NP	NORTHERN PROESTANTS	(29.9%)
NC	NORTHERN CATHOLICS	(20.4%)
SP	SOUTHERN PROTESTANTS	(18.7%)
SC	SOUTHERN CATHOLICS	(2.5%)
X	OVER 35 COLLEGE N.PROT.	(6.5%)
Y	OVER 35 COLLEGE S.PROT.	(3.4%)

VOTER'S GENERAL POSITION ON ECONOMIC ISSUES



KEY

L	EXTREMELY LIBERAL	(9.3%)
2	LIBERAL	(7.6%)
3	SLIGHTLY LIBERAL	(14.1%)
4	MODERATE	(20.4%)
5	SLIGHTLY CONSERVATIVE	(13.2%)
6	CONSERVATIVE	(14.3%)
C	EXTREMELY CONSERVATIVE	(12.3%)

VOTER'S DEGREE OF POLITICAL CYNICISM



HI
LO

KEY

HI	HIGH	(19.4%)
5		(27.2%)
4		(23.0%)
3		(15.0%)
2		(10.0%)
LO	LOW	(4.9%)

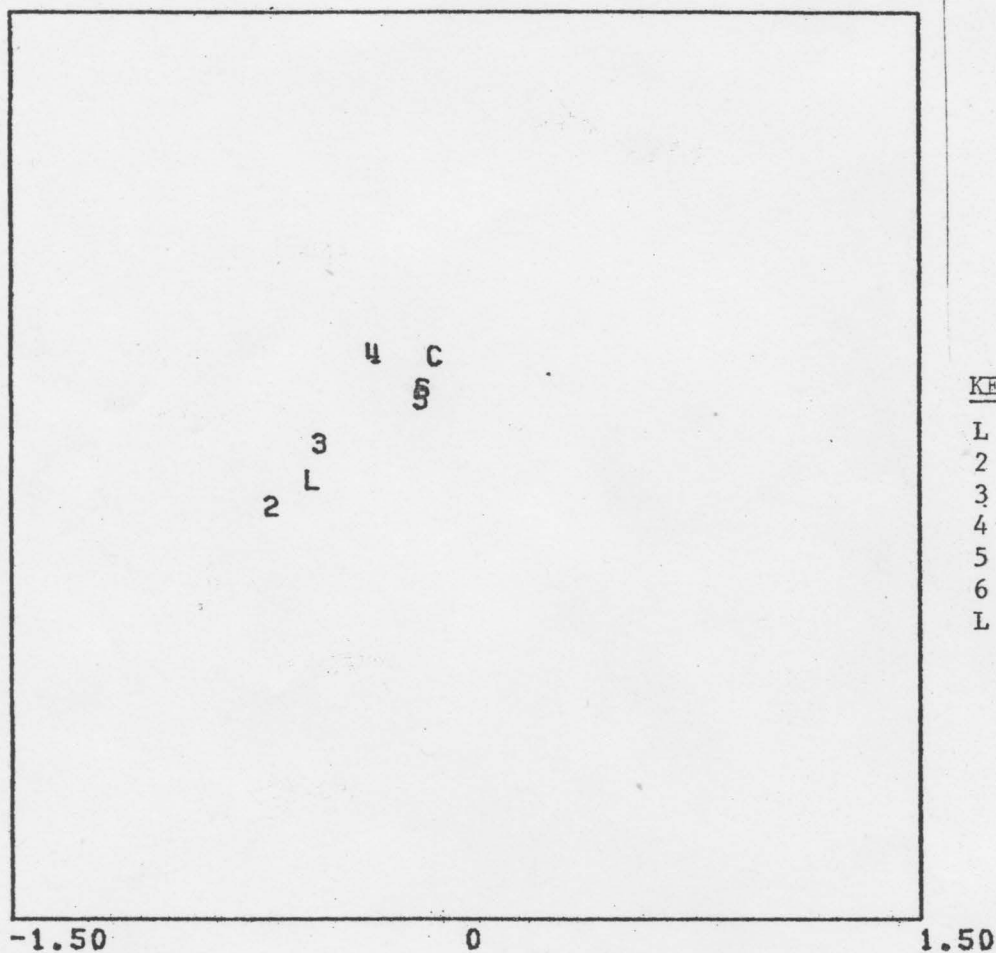
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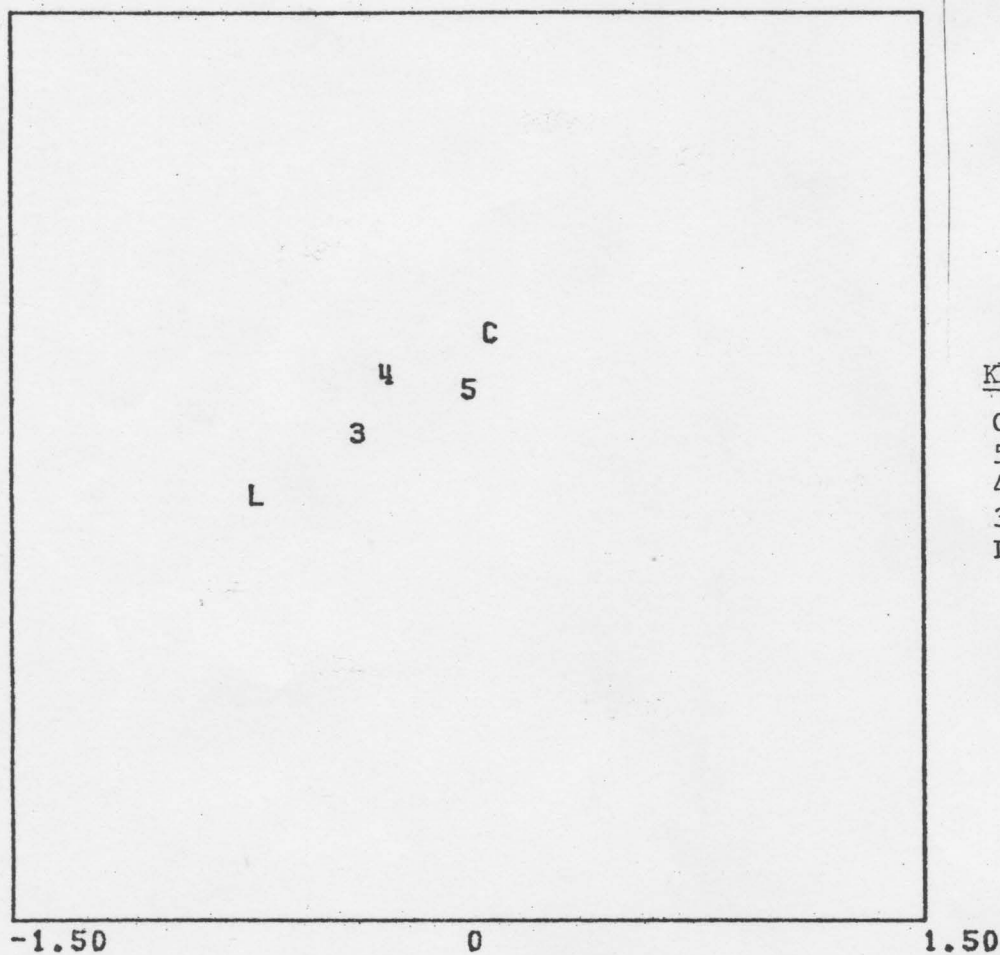
VOTER'S GENERAL POSITION ON SOCIAL ISSUES



KEY

L	EXTREMELY LIBERAL	(8.9%)
2	LIBERAL	(6.8%)
3	SLIGHTLY LIBERAL	(8.0%)
4	MODERATE	(15.2%)
5	SLIGHTLY CONSERVATIVE	(8.5%)
6	CONSERVATIVE	(13.2%)
L	EXTREMELY CONSERVATIVE	(32.5%)

VOTER'S LIBERAL/CONSERVATIVE POSITION

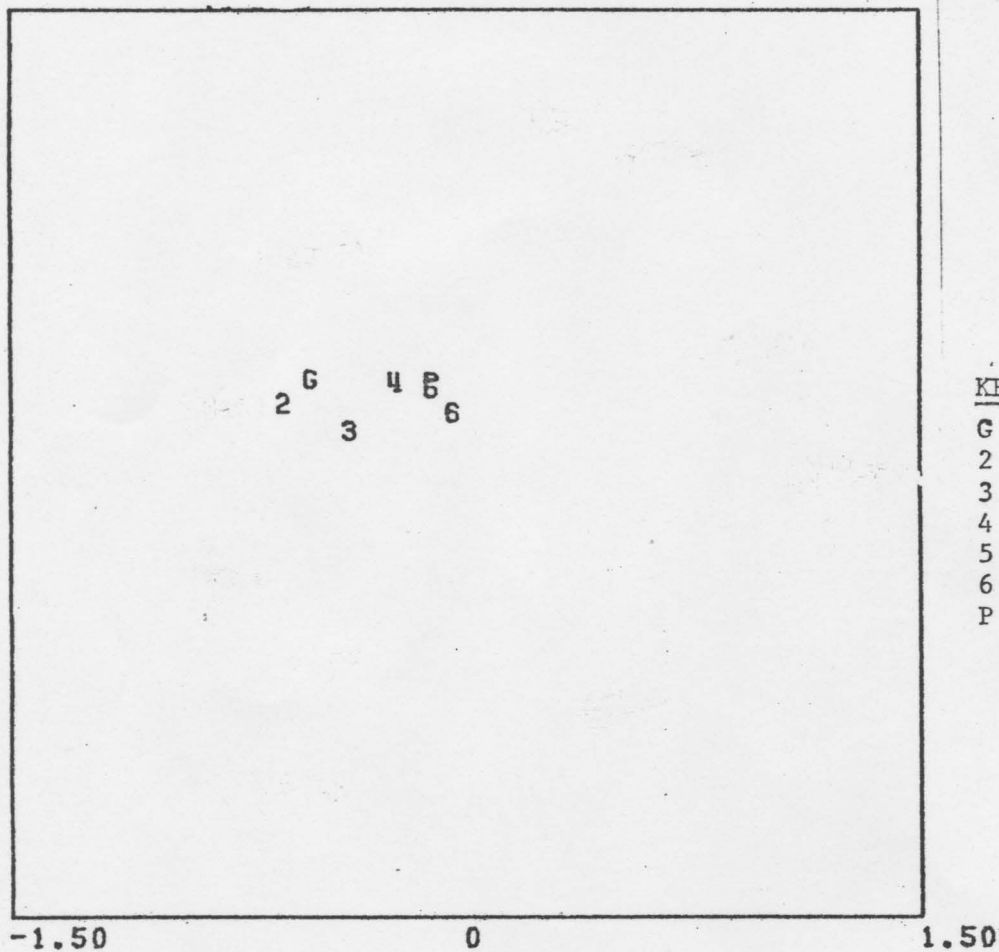


KEY

C	CONSERVATIVE	(16.1%)
5	SLIGHTLY CONSERVATIVE	(14.6%)
4	MODERATE	(33.4%)
3	SLIGHTLY LIBERAL	(12.8%)
L	LIBERAL	(15.0%)



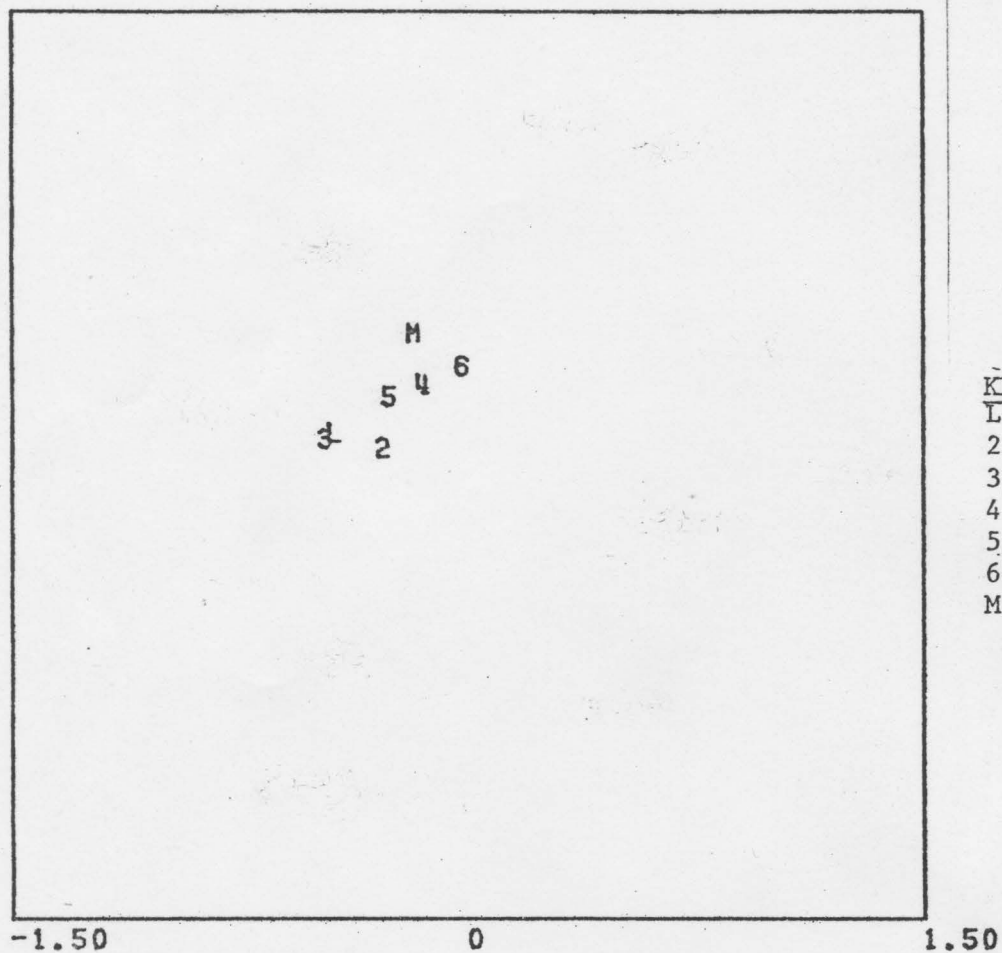
VOTER'S POSITION ON UNEMPLOYMENT



KEY

G	EXTREMELY LIBERAL	(18.9%)
2	LIBERAL	(7.0%)
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6	CONSERVATIVE	(10.1%)
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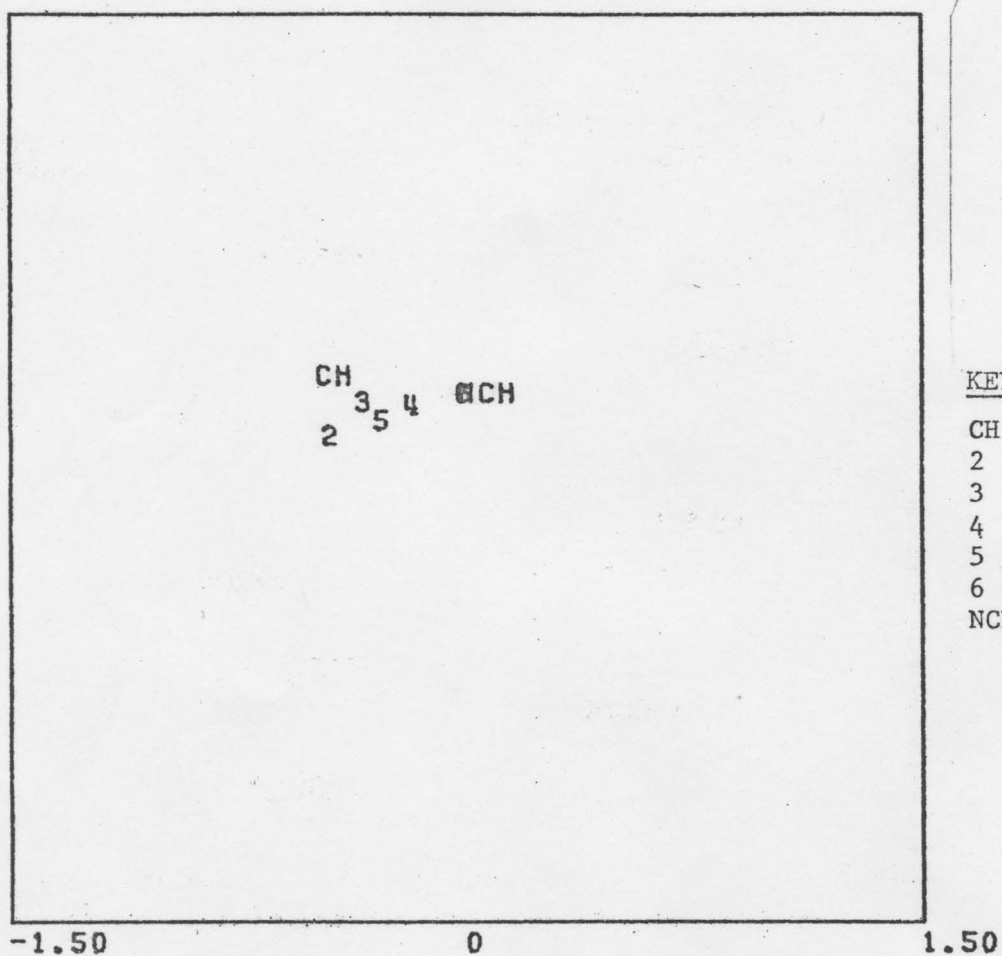
VOTER'S POSITION ON NATIONAL DEFENSE



KEY

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2	LIBERAL	(6.5%)
3	SLIGHTLY LIBERAL	(6.4%)
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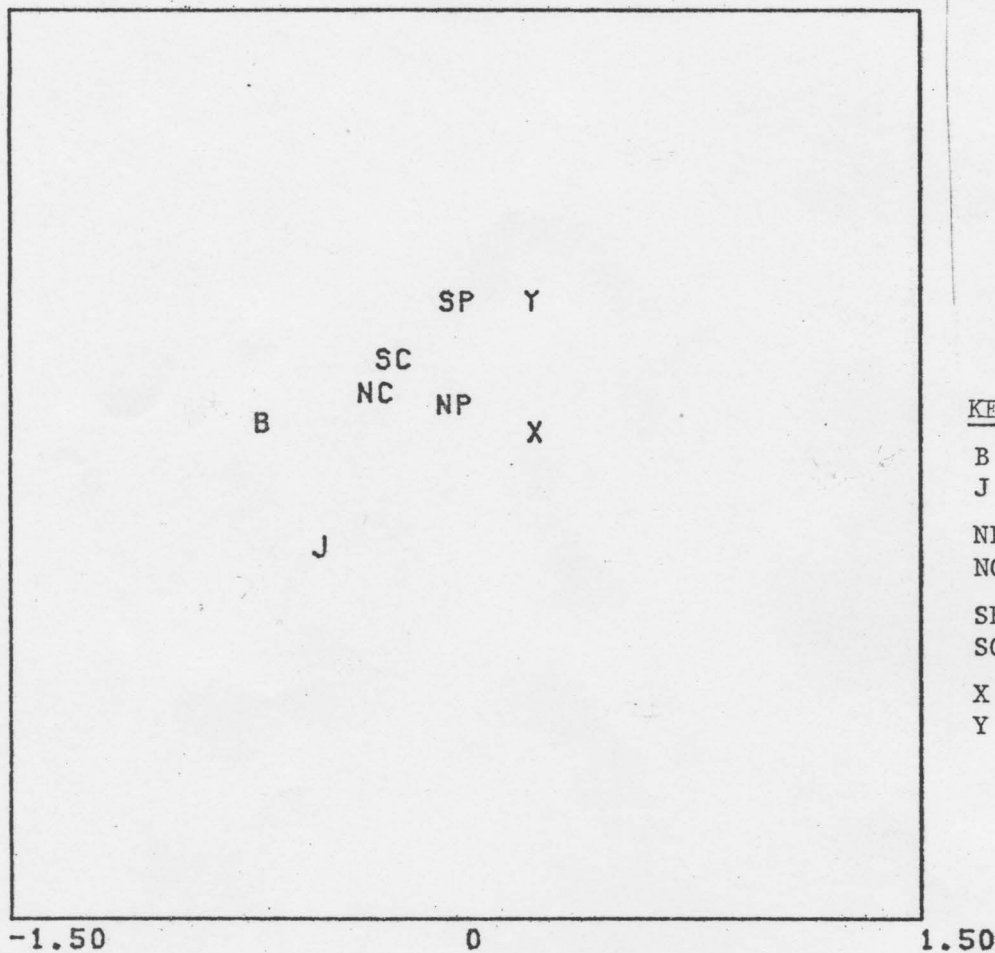
VOTER'S POSITION ON NEED FOR POLITICAL AND ECONOMIC CHANGE



KEY

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3	SLIGHTLY LIBERAL	(12.2%)
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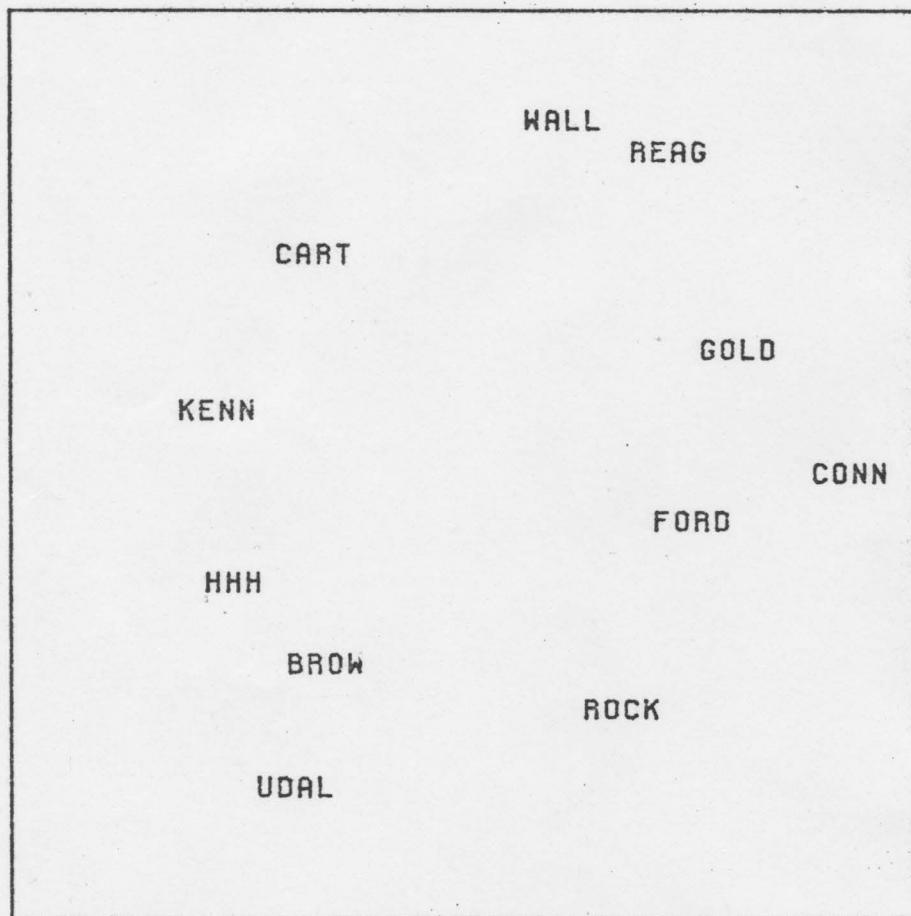
KEY DEMOGRAPHIC GROUPS



KEY

B	BLACKS	(10.4%)
J	JEWS	(3.7%)
NP	NORTHERN PROESTANTS	(29.9%)
NC	NORTHERN CATHOLICS	(20.4%)
SP	SOUTHERN PROTESTANTS	(18.7%)
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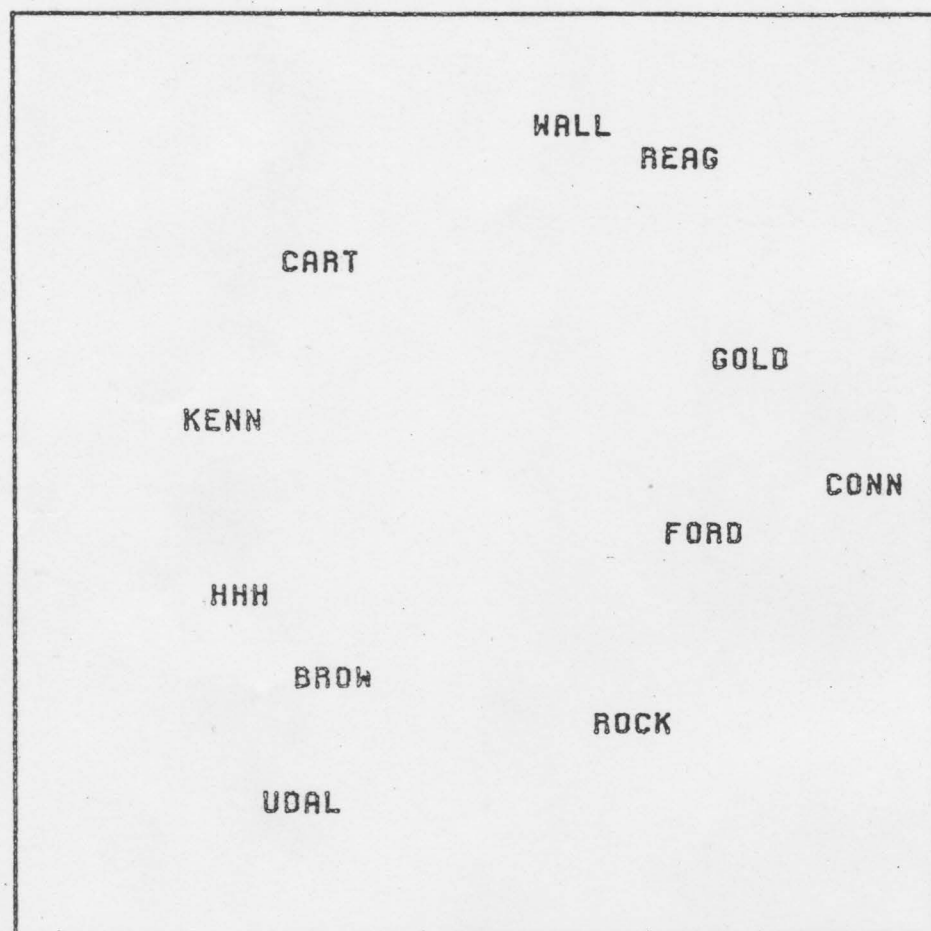
CANDIDATE SPACE



23	1	WALLACE
24	2	REAGAN
25	3	CARTER
26	4	CONNALLY
27	5	FORD
33	6	HHH
34	7	BROWN
35	8	ROCKEFELLER
36	9	UDALL
37	A	KENNEDY
38	B	GOLDWATER

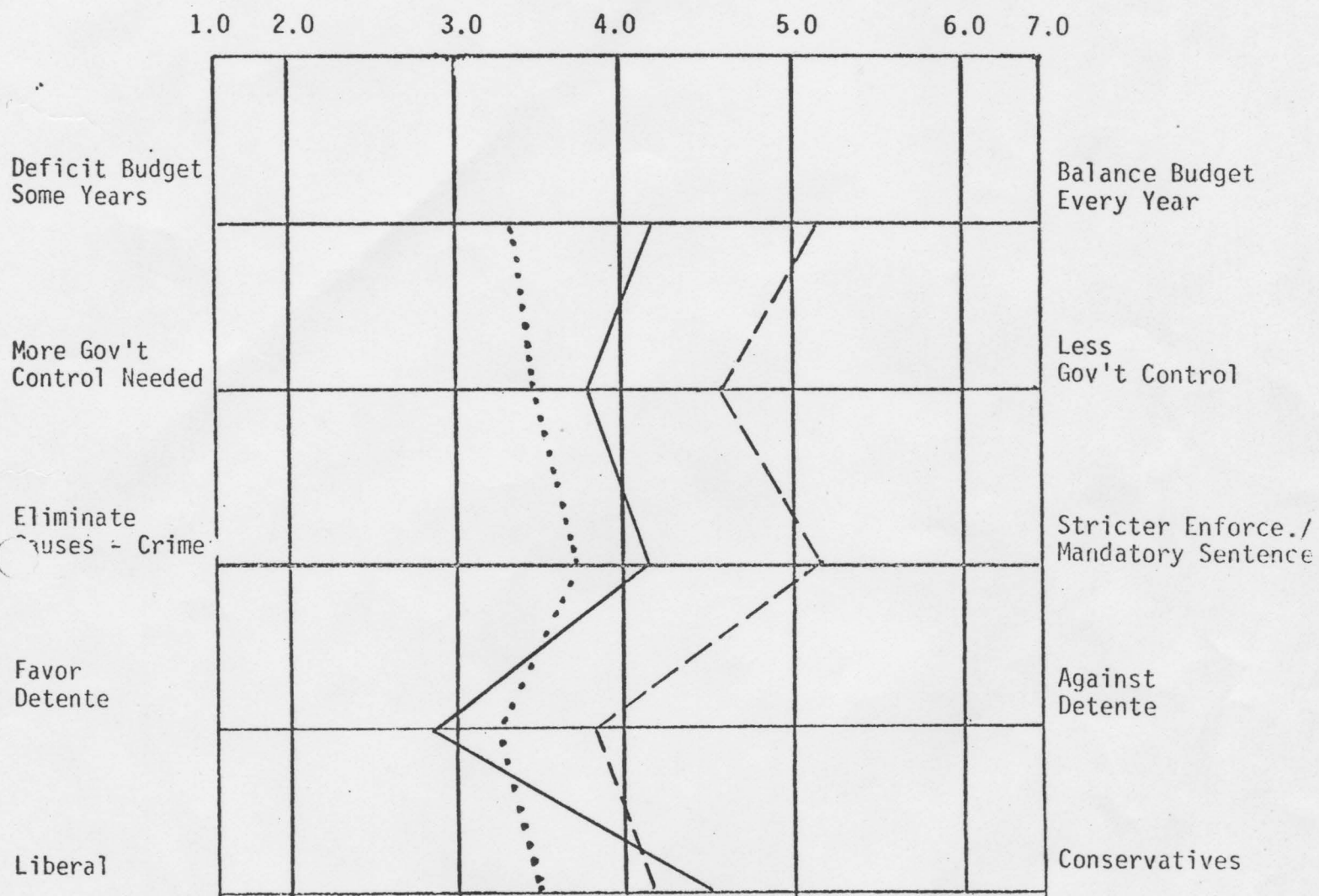


CANDIDATE SPACE



- | | | |
|----|---|-------------|
| 23 | 1 | WALLACE |
| 24 | 2 | REAGAN |
| 25 | 3 | CARTER |
| 26 | 4 | CONNALLY |
| 27 | 5 | FORD |
| 33 | 6 | HHH |
| 34 | 7 | BROWN |
| 35 | 8 | ROCKEFELLER |
| 36 | 9 | UDALL |
| 37 | A | KENNEDY |
| 38 | B | GOLDWATER |

Figure 16. Total Electorate's Perceptions of Self, Congress and the President on Four Issues and Liberal/Conservative Continuum



KEY

Self - - - - -
 Ford —————
 Congress

Figure 12. Three Dimensional Mapping of Total Electorate's Perceptions of Ford

