

Richard Nixon Presidential Library
 Contested Materials Collection
 Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>No Date</u>	<u>Subject</u>	<u>Document Type</u>	<u>Document Description</u>
40	5		<input checked="" type="checkbox"/>	Campaign	Report	To: J (?) From: (?) RE: File Trial Heat Summary. Attached: Trial Heat summary. 5pgs.
40	5	11/8/1972	<input type="checkbox"/>	Campaign	Newsletter	Evans-Novak Political Report. Special election report. 4pgs.
40	5	11/10/1972	<input type="checkbox"/>	Campaign	Memo	To: H. R. Haldeman. From: Gordon Strachan. RE: demographic information. Demographic report and newspaper articles attached. 5pgs.
40	5	11/9/1972	<input type="checkbox"/>	Campaign	Report	Vote totals for Senator and Presidential election. 3pgs.
40	5	11/8/1972	<input type="checkbox"/>	Campaign	Memo	To: Gordon Strachan. From: Robert M. Teeter. RE: voter turnout. With demographic information attached. 3pgs.
40	5	11/8/1972	<input type="checkbox"/>	Campaign	Memo	To: President Nixon. From: Herbert G. Klein. RE: Democrats voting Republican in Texas. 1pg.
40	5		<input checked="" type="checkbox"/>	Campaign	Report	Presidential Table by UPI. 1pg.
40	5	11/8/1972	<input type="checkbox"/>	Campaign	Memo	To: President Nixon. From: William Timmons. RE: Congressional results. Report attached. 7pgs.
40	5	11/8/1972	<input type="checkbox"/>	Campaign	Memo	To: President Nixon. From: Harry S. Dent. RE: Gubernatorial Races. 2pgs.

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40	5		<input checked="" type="checkbox"/>	Campaign	Memo	To: H. R. Haldeman. From: R. M. Teeter. RE: The results of the CBS election day survey by demographic groups. 1pg.
40	5	10/16/1972	<input type="checkbox"/>	Campaign	Newspaper	Magazine article about political landslides. 1pg.
40	5		<input checked="" type="checkbox"/>	Campaign	Other Document	Notes. Numbers written next to state names. 2pgs. Blank note paper attached.
40	5	11/6/1972	<input type="checkbox"/>	Campaign	Report	1972 Nixon-McGovern Trial Heats report. 4pgs.
40	5	11/6/1972	<input type="checkbox"/>	Campaign	Report	Miscellaneous State Polls. 2pm. 1pg.
40	5		<input checked="" type="checkbox"/>	Campaign	Report	Senate election report. 2pgs.
40	5	10/30/1972	<input type="checkbox"/>	Campaign	Report	Senate Seats. 1pg.
40	5		<input checked="" type="checkbox"/>	Campaign	Report	Gallup Poll trial heats. 1pg.
40	5		<input checked="" type="checkbox"/>	Campaign	Report	Paid political broadcast ratings. 2pgs.
40	5	11/2/1972	<input type="checkbox"/>	Campaign	Report	1972 combined polls. Presidential popularity. 2pgs.
40	5	11/1/1972	<input type="checkbox"/>	Campaign	Report	Nationwide telephone poll #6. 11pgs.
40	5		<input checked="" type="checkbox"/>	Campaign	Report	Nixon-McGovern Trial Heat, registered voters. 1pg.
40	5		<input checked="" type="checkbox"/>	Campaign	Report	Nixon - McGovern demographics. 2pgs.
40	5		<input checked="" type="checkbox"/>	Campaign	Report	Nixon-McGovern trial heat. Registered voters only. 2pgs.
40	5		<input checked="" type="checkbox"/>	Campaign	Report	Nixon-McGovern trial heat. 3pgs.
40	5	9/22/1972	<input type="checkbox"/>	Campaign	Report	Harris Survey. Demographics. 1pg.

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40	5	10/25/1972	<input type="checkbox"/>	Campaign	Report	1972 electoral forecast. 3pgs
40	5		<input checked="" type="checkbox"/>	Campaign	Memo	To: H. R. Haldeman. From: L. Higby. RE: Results of the CBS election day survey by demographic groups. 2pgs.
40	5		<input checked="" type="checkbox"/>	Campaign	Report	Senatorial, Governor, and Presidential votes by time. 4pgs.
40	5		<input checked="" type="checkbox"/>	Campaign	Report	Report of previous election by state. 12 pgs.
40	5		<input type="checkbox"/>	Campaign	Report	Senatorial table by UPI 2:02pm. 1pg.

THE WHITE HOUSE
WASHINGTON

Date: _____

TO: *J*

FROM: GORDON STRACHAN

File

Campaign 26

TO G.S. —

TO become
part of
campaign file —

TRIAL EAT SUMMARY
1972

	<u>NATL.</u>	<u>ALA.</u>	<u>CALIF.</u>	<u>CONN.</u>	<u>ILL.</u>	<u>MD.</u>	<u>MICH.</u>	<u>MINN.</u>
W2-Jun 12-26	52-32-16	63-23-14	53-37-10	54-37-10	56-35-10	52-42- 6	45-45-10	
W3-Sep 5-16	62-32- 6	62-20-18	63-23-14	67-23-10	56-26-18 *60-24-16	58-30-12	55-37- 8 *54-38- 8	
RW-Sep 17- Oct 5			58-34- 8 *50-36-14	*59-23-18		58-32-10	63-26-11 *52-37-11	*60-37- 3
RW-Oct 6-17			51-38-11		62-27-11 *58-29-13 **65-35		56-31-13 *50-37-13	57-32-11 *60-36- 4
YA-Oct 15-24			54-32-14		58-28-14		52-36-12	
GA-Oct 20-22			55-39- 6		60-36- 4		59-34- 7	
RW-Oct 19-22			52-36-12	57-31-12	55-32-13 **61-40			
DMI-Oct 19-23 (pers)			51-39-10					
ORC-Oct 27-29			51-37-12				56-31-13	

*Field

*Hartford Times

*Chicago Tribune
**Sun Times

*Detroit News

*Minn. Poll

TRIAL HEAT SUMMARY

Page 2
Rev. 11/1 - 3 p.m.

1972

	<u>MO.</u>	<u>N.J.</u>	<u>N.Y.</u>	<u>OHIO</u>	<u>PA.</u>	<u>TEX.</u>	<u>WISC.</u>
W2-Jun 12-26	46-44-10	46-44- 6	49-42- 9	56-38- 6	49-42- 9	54-35-11	52-44- 5
W3-Sep 5-16	52-25-22	62-31- 8	55-33-11	60-32- 9	60-27-14	64-24-12	55-36- 9
RW-Sep 17- Oct 5	62-28-10		57-33-10		63-28- 9	*63-22-16	53-36-11
RW-Oct 6-17			56-33-11	61-29-10			
YA-Oct 15-24			51-38-11	54-27-19	58-26-16	62-21-17	
ORC-Oct 17-22 (phone)		58-33- 9	56-34-10	59-31-10	61-27-12		
DMI-Oct 19-22 (pers)			53-36-12		58-31-12	63-23-14 (phone)	
GA-Oct 20-22			56-39- 5	61-32- 7	57-38- 5		
ORC-Oct 28-29							46-38-16
			*58-32-10 *65-35				

*MOR

*NY Daily
News

TRIAL EAT SUMMARY
1972

	<u>NATL.</u>	<u>ALA.</u>	<u>CALIF.</u>	<u>CONN.</u>	<u>ILL.</u>	<u>MD.</u>	<u>MICH.</u>	<u>MINN.</u>
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RW-Sep 17- Oct 5			58-34- 8 *50-36-14	*59-23-18		58-32-10	63-26-11 *52-37-11	*60-37- 3
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GA-Oct 20-22			55-39- 6		60-36- 4		59-34- 7	
RW-Oct 19-22			52-36-12	57-31-12	55-32-13 **61-40			
DMI-Oct 19-23 (pers)			51-39-10					
ORC-Oct 27-29			51-37-12				56-31-13	

*Field

*Hartford
Times

*Chicago
Tribune
**Sun Times

*Detroit
News

*Minn.
Poll

TRI. HEAT SUMMARY

1972

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ORC-Oct 28-29							46-38-16
			*58-32-10 *65-35				

*MOR

*NY Daily
News

EVANS-NOVAK POLITICAL REPORT

WHAT'S HAPPENING . . . WHO'S AHEAD . . . IN POLITICS TODAY

1750 Pennsylvania Ave., N.W. • Room 1312 • Washington, D.C. 20006 • 202-298-7850

November 8, 1972 - No. 149

TO : Our Subscribers

SPECIAL ELECTION REPORT

FROM: Evans-Novak

The Democratic gains in the Senate and the minimal losses in the House in this historic election dramatically illustrate the extraordinary strength of the Democratic Party and the weaknesses of the Republicans, quite apart from the cataclysmic Presidential candidacy of Sen. George S. McGovern. Not incidentally, there is considerable resentment within the GOP, which may soon bubble to the surface, over President Richard M. Nixon's failure to campaign harder for embattled Republican Congressional candidates.

McGovern's electoral and popular vote debacle poses this challenge to the Democratic Party. Will it repeat the same mistakes in 1976? Many liberal Democrats seem surprisingly resistant to the obvious lessons of last night. The first real test is scheduled for December 9th when the Democratic National Committee will decide whether or not to retain Jean Westwood as Chairman. The extent of the Nixon landslide insures her departure; the means and timing are still to be determined.

President Nixon faces a more liberal House and Senate, which will send him legislation daring him to veto it. This, an absolutely empty Treasury, and Big Labor problems pose large troubles just over the horizon. RMN will try to soften the Administration's image, but that could collide with the hard economic necessities.

ELECTION RECAP

Results: The 521-to-17 electoral vote (as we forecast in our last Report) confirms what we have been saying in these pages all year: McGovern could not win from the start and simply supplied a Nixon landslide. The journalists who were predicting a close election as late as Labor Day were simply permitting their affection for the man to obscure reality. Nixon's 61% was even better than our 57% estimate, because fewer Democrats returned to the fold at the last minute than anyone contemplated.

We and everyone else felt that a Nixon win of 60% or more would create some surprises. It did, but not in the way we anticipated, and certainly not in the way the GOP assumed. Big surprises: the defeats of Sens. Margaret Chase Smith in Maine and Gordon Allott in Colorado. Lesser surprises: the defeats of Sens. Caleb Boggs in Delaware and Jack Miller in Iowa. Incredibly, the Republicans suffered a net loss of 2 Senate seats, leaving them on the short end of a 57-to-43 count.

Mr. Nixon's big city strength awed even Republicans. In New York City, for example, which he came closer to carrying than any Republican Presidential candidate since Calvin Coolidge, we isolate the following:

- 1) The Puerto Ricans voted more heavily for RMN than for any GOP candidate

in history, and for one reason: fear of McGovern's proximity to the blacks. (In Texas and California, Nixon ran very well with Mexican-Americans.)

2) RMN almost took Brooklyn in an unprecedented GOP outpouring, but the local Democratic ticket down to the district level survived with no losses, as we go to press.

3) Defections from McGovern by ethnic Catholics were awesome, but, again, the local Party organization held.

4) RMN's 40% Jewish incursion held up and proved as definitive as the Catholic vote.

Campaign: A quick overview reveals these points:

1) The contrast between RMN's non-campaigning and McGovern's peripatetic continent-spanning must bring some reconsiderations about the effectiveness of campaign travel. Although a non-incumbent cannot sit still nearly as much as an incumbent President, future candidates may decide that McGovern's frenetic activities were not the solution either.

2) There is little doubt that McGovern's campaigning accomplished almost nothing. People had their minds made up by mid-summer, and turned everything else -- Watergate, peace, the economy -- off. This, too, should be considered by candidates in the future instead of talking about "peaking," campaign "climaxes," etc.

3) We find nothing but complaints from Democratic politicians about the tone of McGovern's final strident days, particularly in contrast to Nixon's studied calm. It probably didn't affect much of anything, but everyone feels it was a bad precedent.

Conclusions: We find McGovernites and their fellow travelers in the Democratic Party bending over backwards to show that it was not their ideology that lost but: 1) RMN's incumbency; 2) McGovern's ineptitude; and 3) The Thomas Eagleton Affair. We feel this is nonsense and that, instead, these conclusions can be drawn:

1) John Mitchell's grand design of welding the Nixon and George Wallace votes, North and South, into a grand majority was achieved. The Wallace voter was repelled by McGovern from the start. It will be a large problem for future Democratic candidates to win him back.

2) The increasing GOP domination of the South cannot be sloughed off. Besides Nixon's unprecedented (for a Republican) sweep of the 11 Confederate states, the GOP picked up additional Congressional seats in Florida, Louisiana, Mississippi, South Carolina, Virginia and Texas (while losing one in Georgia) and additional Senate seats (with nondescript candidates) in North Carolina and Virginia. Additionally, the GOP recorded a smashing upset Gubernatorial victory in North Carolina.

3) The big city Democratic vote is definitely not in the bag for the Presidential nominee. It deserted Adlai Stevenson in the 1950s, and again twenty years later. It could defect in '76, unless errors are avoided.

4) The Youth Vote belongs to nobody. Anybody who again bases an entire campaign on it may well suffer a fate similar to McGovern's.

DEMOCRATS

Party Control: Even before the election, a great many Democratic politicians were spending most of their time working on the DNC Chairman succession -- not all that important but very significant symbolically. The lineup for the December 9th meeting breaks down into -- at least -- three camps:

1) Those who want to retain Westwood. She is not quitting. In fact, she has been spending most of her time during the last weeks of the campaign

trying to round up support. She argues that "impeaching" her hurts the Party's image and will also offend blacks by necessarily dumping New York black politician Basil Paterson as deputy chairman. She is digging in by naming New York politician Jack English as DNC general counsel. The purpose of all this is to maintain McGovernism-without-McGovern, to show that the reforms that nominated McGovern are not dead. (In this connection, Rick Stearns, the bright, young McGovernite, who is anathema to Jewish voters because of past anti-Zionist stands, has been quietly named as chairman of the Party's new Charter Commission.)

2) The Party's Old Guard of Governors, Humphreyites, labor leaders. They want Robert Strauss, former Party Treasurer, who did a brilliant job raising money for Congressional candidates this fall. He has welded a close new relationship with powerful California money-raiser Gene Wyman and has ties with state chairmen. But Strauss's close friendship with John Connally and his moderate conservatism makes him anathema to ideologues. If they block him, the Old Guard will try retiring Gov. Warren Hearnes of Missouri or ex-Gov. Robert McNair of South Carolina.

3) Liberal non-McGovernites who veto Strauss and want Westwood out. They are talking mostly about State Chairman Chuck Manatt of California and Joe Crangle of New York as a compromise, with Crangle in a better position, mainly because he has more strength in his own state delegation. But English and Paterson have the long knives out for Crangle.

Some people are talking about giving Westwood a suspended execution until next June. But if she gets that, she'll try to hang on through '74. Westwood's friends say she has the votes, but in telephone checks we made this morning we found tremendous pressure from all over the country to make a change, no matter what the cost.

Much depends, of course, on Teddy Kennedy. No Democratic politician can fully understand his all-out campaigning for McGovern for so many weeks. He had established his brownie points early and could have relaxed, but instead he was McGovern's main prop for the whole campaign. This signifies his 1976 intentions have hardened, and means that his decision on the Chairmanship could be decisive. What can't be answered yet is whether EMK will try to influence directly the December 9th meeting. It would be uncharacteristic.

Future Leadership: We doubt that George McGovern will retain a much more effective leadership role in the Democratic Party than did Barry Goldwater after his Republican debacle in 1964. These are the faces to look for in the future:

Teddy Kennedy: Belief in his inevitability for '76 is strong but by no means unanimous. Some old pros believe he has suffered because of his intimate connection with the McGovern campaign. That may not be so, but EMK will have to rid himself of his McGovernish rhetoric. Those who expect Teddy to have a strong Party leadership role in 1973-74 may be disappointed, judging from his abhorrence of such a role for the past decade in Massachusetts.

Walter Mondale: He was unveiled as the Democrat of the future by HHH on television Tuesday night after his big Senatorial reelection. He is unquestionably better looking and more charismatic than McGovern. Whether he is a better politician depends upon what he does about his extreme pro-busing posture.

Dan Walker: Coming from behind to be elected Governor of Illinois after blowing his big early lead makes Walker an instant national figure. He is handsome, aggressive, dynamic and fully understands the populist appeal. Whether he can bear up under the pounding of a hostile state legislature is another matter, however.

Hubert Humphrey: Not for President (we don't think), but he could be an

effective Party leader. Whether he takes a position on the Westwood question will determine how much steel is in his spine right now.

REPUBLICANS

RMN: The President now has in his hand the resignation of every White House aide and Cabinet officer. A staff meeting today made the following things perfectly clear:

- 1) He plans a major shakeup and reorganization of both the White House staff and the Cabinet, with an unprecedented cutback in the bureaucracy.
- 2) HEW and HUD will bear the heaviest cuts, but the President will also make clear that he wants major pruning in the State Department, which comes very close to telling his staff that he wants John Connally to be the new Secretary.
- 3) Fred Malek will be Number 2 at the White House, with specific authority from RMN to plan all personnel changes from the Cabinet on down for the second term. Those going out: William Rogers, Mel Laird, George Romney, John Volpe, Richard Kleindienst, perhaps others. Those with high odds of going into the Cabinet will be Don Rumsfeld, John Ehrlichman and George Bush. In the White House, Bob Haldeman, Charles Colson and Ken Clawson will probably stay; Herb Klein, Bob Finch and Bill Safire will go.

Now that he's won his overwhelming mandate, Mr. Nixon's problem will be to deliver on it. The President will be dealing with a Congress markedly more liberal in each House. Despite the pickup of 13 seats in the House, the retirement of key conservatives in both Parties make the House more unsympathetic to Mr. Nixon. The Senate, trouble enough during his first term, looks to be even worse this time, with big leftward shifts in several states.

The unquestioned certainty is that this liberal Congress will hand the President one veto bill after another, figuring he will wear out his welcome with working men and other groups. Without any available funding, Mr. Nixon will have to take on a more conservative image, disappointing those aides who want more "people-oriented" programs and, quite possibly, infuriating the Congress. We are not at all sure about the political impact, however. Remember President Dwight Eisenhower's veto-orgy as a lame duck President (1959-60) raised his popularity even higher.

Mindful of all this before the election was even held, the President called for a post-election planning conference at Key Biscayne with Mitchell, Haldeman, and other top aides in attendance. Mitchell came with a hard plan that the President may or may not buy:

- 1) Put a top non-political lawyer in as Attorney General to create overnight a new climate of unimpeachable honesty at the Justice Department. This would erect one barricade for the Administration as the trial and Congressional probes of the Watergate and attendant scandals get underway and dominate the headlines for weeks, possibly months, early in the second term.
- 2) Try to make a better deal with Organized Labor to ease potential economic disasters from collective bargaining about to start in auto, rubber, communications industries. The theme: keep AFL-CIO Pres. George Meany neutralized.
- 3) Clean out all the participants in the Watergate and espionage scandals and convince the voters that RMN means business in this area.

The President may or may not buy some or all of this, but Kleindienst looks like a goner by February 1st.

Robert E. Evans
Robert D. Novak

THE WHITE HOUSE
WASHINGTON

Date: 11/10/72

TO: H.R. HALDEMAN
FROM: GORDON STRACHAN

This incomplete demographic information has been gathered from CBS, NBC, and two articles in recent editions of the Post.

This weekend many more election analysis pieces will probably appear in the nation's papers. I will review these and forward them to you.

Complete, accurate information will not be available until the post-election surveys are completed. Discussion with John Davies today indicates I will have access to Gallup's post-election survey.

1972 VOTER PATTERNS

	<u>CBS</u> Fine/Mitofsky		<u>CBS</u> Voter Prof. Analysis		<u>NBC</u>	
	<u>N</u>	<u>M</u>	<u>N</u>	<u>M</u>	<u>N</u>	<u>M</u>
Whites			69	31		
Blacks	17	82	14			
18-24	46	52	48	50		
25-29	54	44				
30-44	61	37				
45-59	62	37				
65+	67	31				
Under \$7,000					38	
\$7-15,000			61		65	
\$15,000+					82	
White Collar	62					
Blue Collar	54	40	59			
Farmers			62	38		
Union	50	50	51+			
Non-Union	66	33				
Unemployed	50	50	47	50		
Housewives	62					
'68 Wall. Supp	60	33	75			
Wall. Dems	54	22				
Retired	66	33				
Protestant	66	33				
Catholics	53	46				
Jews	33	66			39	
Latins			24		18	
Italians			65	35	57	43
Republicans	91		90			
Democrats		62		60		
Independents	59					
Cities						
500M +	38	61				
250M-500M	57	41	58			
50M-250M	53	45				
10M-50M	58	40				
Suburbs	63	35	66			
Small Towns			64			
Rural	66	31	68			

...reports from which
...probably include
...around the nation
...supporting
...as they
...of George McGovern's

...the
...four
...per cent voted
...in 1968

...the
...McGovern's
...according
...in CBS's survey

...the
...Senator McGovern would
...among first-
...under
...was wrong. McGovern had
...by 2
...to-1. Instead, he won 40 per
...cent. Mr. Nixon won 48 and
...the American Conservative
...Schultz won 2 per cent.

...Blue-collar, white, work-
...ert, who in 1968 gave 56 per
...cent of their votes to Hubert
...Humphrey, indicated
...their votes about evenly be-
...tween the two candidates
...this time, according to NBC.
...In CBS' survey, they gave
...Mr. Nixon 53 per cent of
...their votes. Blue-collar work-
...ers make up 29 per cent of
...the electorate.

...middle-income people—
...those who earn between
...\$7,000 and \$14,000 a year and
...who comprise 37 per cent
...of the voters—gave 64 per
...cent for Mr. Nixon, accord-
...ing to NBC's survey. The
...48 per cent who voted for
...Mr. Nixon in 1968, the
...CBS survey showed, were
...about

Nixon Support High

McGovern's Choice

From A1

...reflection
...McGovern atti-
...D president

...s, according
...voted 80 per
...ident, while
...Democrats
...McGovern.

...people, the
...Americans who
...\$7,000 an-
...nually, 64 per cent
...for Mr. Nixon, an increase
...of 17 per cent over 1968,
...according to NBC.

...voted be-
...per cent for
...ticket last
...per cent of
...their votes to Mr. Nixon.
...Black voters comprise 8 per
...cent of the electorate, less
...than their proportion of the
...population, and the turnout
...was about 56 per
...cent of those registered.

...solidly Demo-
...the days of
...Frost, con-
...ing

...about

Nationwide, the
...per cent for Mr.
...ording to NBC, compared
...with 17 per cent four years
...ago.

...Latin voters, which
...means Puerto Ricans in New
...York, Cubans in Florida and
...Mexican-Americans in Texas
...and California, gave 69 per
...cent for Mr. Nixon, 29 per
...cent for McGovern and 2 per
...cent for the American Con-
...servative Party.

...make up
...of the
...went 57-43
...according to
...NBC, according to
...NBC. Last time, Mr. Nixon
...won 40 per cent of Ital-
...ians' votes, and Gov. George
...Wallace won 10 per cent. In
...1964, 77 per cent of Italians
...voted for Democrat Lyndon
...Johnson.

...Whites, overall, who
...make up 62 per cent of the
...electorate, were voting more
...than 2-to-1 to re-elect the
...President, 69 per cent to 31.
...Four years ago, Mr. Nixon
...was the choice of 47 per
...cent of whites.

• Seventy-
...those voters
...supported. In
...1968 support
...this time, a
...poll.

• High in-
...NBC's terms
...more than 8
...who are in
...managerial
...per cent in
...according
...make up 18
...voters.

• CBS' sur-
...showed the
...ning 53 per
...in America
...cent in sub-
...per cent in
...68 per cent.

The NBC
...also showed
...lashed in
...clearly in
...play with
...the Nixon
...Sen. McGo-
...cent. Sen.
...per cent of
...Sen. Mc-
...Sen. Hubert

Survey Sees New Pattern Of Voting

NEW YORK, Nov. 8—The
democratic pattern of
Richard Nixon's smashing
re-election is set in the in-
dications of a CBS America
survey, which says Mr.
Nixon will win George Mc-
Govern's seat.

George McGovern's
group of voters, Mr.
Nixon's group, the
survey says, is
more
with
not.

The survey, the first
1972 survey, assembled
in a series of
interviews. They
expected to
voters
polling
yesterday.

This survey, CBS
News with the help of
George Fine Research, Inc.,
a New York market analysis
firm, gives as "pure" a
breakdown of voting pat-
terns as is likely to be done
this year—since interviews
hereafter will likely be
skewed by respondents
knowing who won.

CBS also views this tech-
nique as being purer than
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election district results, and
 a special investigation of any
 changes in the Jewish population
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The survey's totals among
 Spanish-speaking voters
 were not reliable, because of
 the very small number identi-
 fied (1 per cent), but indi-
 cations were that Spanish-
 speaking voters favored Mr.
 Nixon far more heavily than
 they have in previous years.

Joseph Aarons, West
 Coast bureau chief of The
 Wall Street Post, reported
 today that Mr. Nixon "got a
 considerable percentage of
 the Spanish-American vote.
 Humphrey got 20 per cent
 of it in 1960." This, Aarons
 said, was a key factor in Mr.
 Nixon's 4,122,000-vote land-
 slide victory in California.

NBC news predicted
 stills last night showed that
 Spanish-speaking voters in
 the five states where NBC
 reporters had picked out key
 areas gave 68 per cent of
 their votes to Mr. Nixon, up
 slightly from 65. Among
 voters in New York
 for instance, the Democratic
 vote was 33 per cent and
 1960 was 31 per cent. The
 Mexican vote in California
 was 70 per cent, up from
 60 per cent of their votes to
 Mr. Nixon in 1960.

The CBS poll data in-
 dicated that the older
 voter is the more likely to
 vote for Mr. Nixon, the following table
 shows the results clearly.

These voters who said
 they had a 3 per cent
 chance of voting for
 Nixon were more than 50.

When Senator McGovern
 last night was in office
 these Democrats were
 considered voters
 in the area who

said they supported Gov-
 nor Wallace last year
 they voted for Mr. Nixon
 and 33 per cent they
 voted for Senator McGovern.

Among voters
 who said they were Dem-
 crats, a party number,
 number, 4 per cent,
 they voted for McGovern
 compared with 21 per
 cent for Mr. Nixon.

Another interesting
 data on the election con-
 cerns geographic areas
 of course, is the
 sociological pattern of
 modern life. McGovern
 was worst in areas far from
 cities, and best in the
 cities, but not in the
 among those voters who
 have fled from the
 suburbia. The voters in

Place	Percentage
Over 500,000	68
250,000-500,000	65
100,000-250,000	60
50,000-100,000	55
10,000-50,000	50
Under 10,000	45
Urban	68
Rural	45

The VPA breakdown
 breakdown by taking the
 dwellers by an 8 per cent
 Nixon over McGovern.

But the voters who
 show even more support
 for Mr. Nixon were
 older, ranging from 13
 per cent in the lowest
 income group to 37 per
 cent in the highest in-
 come group. McGovern
 did better in small towns
 and rural areas—the voters
 who make up the major
 part of the national
 vote.

Mr. Nixon's 33 per cent
 in some of the big
 to these figures, the
 census is high.
 In one of the
 news, those who
 said they were
 in their hours
 labor union.

VOTING FOR SENATOR

Associated Press

Here are the latest vote totals for senatorial candidates
(names of incumbents are followed by x):

State	% of Prefs.	Democrat	Republican
Alabama	96	Sparkman x 680,327	Blount 336,790
Alaska	72	Guess 16,326	Sievens x 55,700
Arkansas	97	McClellan x 368,782	Babbitt 236,569
Colorado	99	Haskell 449,438	Allott x 440,084
Delaware	100	Biden 115,528	Boggs x 112,542
Georgia	92	Nunn 571,278	Thompson 481,092
Idaho	100	Davis 140,523	McClura 161,211
Illinois	98	Pucinski 1,678,784	Percy x 2,325,772
Iowa	100	Clark 649,076	Miller x 824,269
Kansas	99	Tetzlaff 195,065	Pearson x 600,544
Kentucky	100	Huddleston 525,990	Nunn 491,493
Louisiana	99	Johnston 508,162 McKeithen (Ind.) 247,414	Toledano 203,607
Maine	100	Hathaway 223,279	Smith x 195,535
Massachusetts	100	Droney 820,375	Brooke x 1,496,312
Michigan	95	Kelley 1,519,122	Griffin x 1,713,190

Minnesota	98	Mondale x 939,325	Harsen 724,513
Mississippi	99	Eastland x 366,479	Carmichael 246,552
Montana	98	Metcalf x 166,050	Hibbard 146,469
Nebraska	100	Carpenter 255,702	Curtis x 232,911
New Hampshire	99	McIntyre x 183,316	Powell 138,703
New Jersey	97	Krebs 936,164	Case x 1,645,210
New Mexico	99	Daniels 171,568	Domenici 202,297
North Carolina	99	Gahaganakis 671,872	Helms 732,553
Oklahoma	100	Edmondson 470,498	Bartlett 565,530
Oregon	100	Morse 423,564	Hatfield x 491,393
Rhode Island	100	Pell x 212,338	Chafee 180,015
South Carolina	97	Zeigler 238,613	Thurmond x 412,411
South Dakota	100	Abourezk 171,910	Hirsch 129,442
Tennessee	100	Blanton 441,309	Baker x 714,274
Texas	99	Sanders 1,382,792	Tower x 1,669,673
Virginia	100	Spong x 643,116	Scott 725,067
West Virginia	98	Randolph x 472,948	Leonard 240,764
Wyoming	99	Vinich 40,695	Hansen x 160,601

VOTING FOR GOVERNOR

Associated Press

Here are the latest vote totals in the gubernatorial elections (names of incumbents are followed by x):

State	% of Prcs.	Democrat	Republican
Arkansas	96	Bumpers x 455,538	Blaylock 145,774
Delaware	100	Tribbitt 116,689	Peterson x 103,343
Illinois	98	Walker 2,322,056	Ogilvie x 2,261,309
Indiana	100	Welsh 896,534	Bowen 1,195,637
Iowa	100	Franzenburg 493,117	Ray x 702,347
Kansas	100	Docking x 659,768	Ray 332,357
Missouri	99	Dowd 914,773	Bond 1,003,031
Montana	98	Judge 160,972	Smith 141,402
New Hampshire	99	Crowley 125,140	Thomson 133,930
North Carolina	99	Bowles 721,931	Holshouser 762,631
North Dakota	91	Link 136,532	Larsen 131,121
Rhode Island	100	Noel 209,893	DeSimone 185,633
South Dakota	100	Kneip x 101,631	Thompson 121,263
Texas	93	Briscoe 1,495,361	Grover 1,414,613
Utah	99	Rampton x 323,692	Strike 141,416
Vermont	99	Salmon 103,129	Hackett 81,062
Washington	94	Rosellini 529,243	Evans x 601,419
West Virginia	93	Rockefeller 342,699	Moore x 413,865

VOTING FOR PRESIDENT

Associated Press

State	% of Pct.	Nixon	% of Vote	McGovern	% of Vote	Schultz	% of Vote	Electoral Col.	Trend	DEM.	AIF
Alabama	95	692,459	76	215,792	23	12,248	1	9	0	0	
Alaska	72	41,809	59	24,302	34	5,351	7	3	0	0	
Arizona	100	381,532	65	188,892	32	20,542	3	0	0	0	
Arkansas	66	427,014	70	190,595	30	—	0	6	0	0	
California	100	4,936,396	56	3,433,569	42	230,548	2	45	0	0	
Colorado	97	572,540	63	320,462	36	16,768	1	7	0	0	
Connecticut	96	798,266	59	531,116	40	23,285	1	8	0	0	
Delaware	100	139,796	60	91,997	39	2,615	1	3	0	0	
Dist. of Columbia	100	29,697	21	109,974	79	—	0	0	3	0	
Florida	100	1,352,230	72	690,546	28	—	0	17	0	0	
Georgia	92	794,333	76	264,751	24	—	0	12	0	0	
Hawaii*	100	167,414	63	100,017	37	—	0	4	0	0	
Idaho	97	186,432	65	76,199	26	20,901	9	4	0	0	
Illinois	97	2,748,232	60	1,863,731	40	—	0	26	0	0	
Indiana	100	1,401,517	67	705,808	33	—	0	13	0	0	
Iowa	100	702,398	58	492,642	41	21,587	1	8	0	0	
Kansas	100	605,632	68	265,158	30	21,029	2	7	0	0	
Kentucky	100	671,198	64	369,051	35	17,166	1	9	0	0	
Louisiana	92	701,455	66	314,309	30	52,533	4	10	0	0	
Maine	100	251,327	61	160,845	39	—	0	4	0	0	
Maryland	100	795,358	62	486,195	37	18,483	1	10	0	0	
Massachusetts	100	1,104,310	45	1,323,843	55	—	0	0	14	0	
Michigan	95	1,895,071	57	1,411,132	42	59,830	1	21	0	0	
Minnesota	98	881,326	52	759,473	47	30,679	1	10	0	0	
Mississippi	99	493,680	79	125,756	20	11,654	1	7	0	0	
Missouri	99	1,125,256	63	678,060	37	—	0	12	0	0	
Montana	98	177,926	58	116,490	38	13,217	4	4	0	0	
Nebraska	100	381,157	71	162,600	29	—	0	5	0	0	
Nevada	98	114,593	64	65,258	36	—	0	5	0	0	
New Hampshire	99	212,232	65	115,474	34	3,327	1	4	0	0	
New Jersey	97	1,769,458	62	1,058,451	38	24,335	0	17	0	0	
New Mexico	99	233,036	62	138,756	36	8,623	2	4	0	0	
New York	99	4,149,761	59	2,884,949	41	—	0	41	0	0	
North Carolina	99	1,051,583	70	437,299	29	24,655	1	13	0	0	
North Dakota	94	166,131	63	94,927	35	5,358	2	3	0	0	
Ohio	96	2,361,233	60	1,524,118	39	76,242	1	25	0	0	
Oklahoma	100	745,810	74	242,957	24	22,867	2	8	0	0	
Oregon	100	483,229	53	399,867	42	46,104	5	6	0	0	
Pennsylvania	100	2,703,975	60	1,788,634	39	67,255	1	27	0	0	
Rhode Island	100	209,166	54	165,239	46	—	0	4	0	0	
South Carolina	97	463,333	71	186,244	29	9,854	1	8	0	0	
South Dakota	100	163,746	55	137,432	45	—	0	4	0	0	
Tennessee	100	812,484	68	355,817	30	30,246	2	10	0	0	
Texas	92	2,096,676	67	1,062,250	33	—	0	26	0	0	
Utah	99	315,195	68	122,466	26	28,187	6	4	0	0	
Vermont	99	115,453	63	67,568	37	—	0	3	0	0	
Virginia	100	982,792	69	435,546	30	19,221	1	12	0	0	
Washington	94	679,156	57	475,553	39	48,807	4	0	0	0	
West Virginia	98	471,858	64	271,856	36	—	0	0	0	0	
Wisconsin	100	988,751	54	805,726	44	47,456	2	11	0	0	
TOTAL	99	100,222	70	44,261	36	—	0	3	0	0	
Wyoming	—	45,861,690	61	26,402,465	38	1,047,030	1	49	17	0	

Committee for the Re-election of the President

MEMORANDUM

November 8, 1972

CONFIDENTIAL

MEMORANDUM FOR:

~~MR. GORDON G. BERGLIN~~ H

FROM:

ROBERT M. TEETER

SUBJECT:

Turnout

1) The demographic breaks from the CBS Election Day Poll are attached. To my knowledge and we talked to Dick Scammon yesterday, NBC did not do an election day poll but based their demographic analysis on key precincts.

2) A table with returns for most of the major cities that were available at noon today are attached.

3) National turnout was significantly lower than recent presidential elections. While a relatively light turnout was expected, the actual was lower than either the networks' or our projections. It was also much lower than any reports received during election day. This was apparently because most local election officials did not discriminate between larger numbers of people voting and percentages of those eligible to vote. Therefore actual numbers and long lines were interpreted and reported as large turnout.

There was no way for either the networks or us to measure percentage of turnout during the day as we checked almost 100 local election officials before the election and none could give us percentage turnout by time of day for previous elections.

It also appears that turnout was very uneven by states and local areas within states. While the local area returns will not be available for several days, the information we do have indicates that the turnout was very light in the central cities and average to high in some suburban areas. We are collecting the returns for all of the counties in the country and will do a further analysis of turnout when the information is available.

PRESIDENTIAL RETURNS

BIG CITY VOTING

<u>CITY</u>	<u>PRESIDENT NIXON</u>		<u>MCGOVERN</u>		<u>PRECINCTS REPORTING</u>
Los Angeles Co. (Los Angeles)	1,516,832	(57%)	1,163,205	(43%)	99.7%
San Francisco	127,820	(43)	170,702	(57)	100
Baltimore	116,941	(46)	138,716	(54)	100
Miami	244,814	(59)	172,023	(41)	100
Boston	70,326	(34)	139,015	(66)	100
Cuyahoga Co. (Cleveland)	329,567	(51)	316,263	(49)	100
Hamilton Co. (Cincinnati)	248,013	(68)	119,204	(32)	100
Atlanta	85,560	(55)	69,000	(45)	100
Denver	122,005	(55)	97,952	(45)	100
St. Louis	68,345	(43)	112,022	(57)	99 (unofficial)
Philadelphia	343,986	(44)	432,330	(56)	100
Dallas	290,644	(72)	115,707	(28)	99
Multnomah Co. (Portland)	117,188	(48)	124,485	(52)	100
New York	1,259,244	(48)	1,341,164	(52)	100
Houston	304,846	(62)	189,595	(38)	89
King Co. (Seattle)	251,055	(58)	181,467	(42)	95.7
Pittsburgh	370,281	(56)	291,283	(44)	97
Wayne Co. (Detroit)	257,492	(41)	366,928	(59)	90
Chicago	505,953	(43)	663,159	(57)	90
San Diego	365,644	(64)	203,722	(36)	100

MEMORANDUM FOR: MR. H. R. HALDEMAN

FROM: R. M. TEETER

The results of the CBS election day survey by demographic groups are:

	<u>Nixon</u>	<u>McGovern</u>	<u>Other</u>
Whites	66	32	2
Blacks	19	80	1
18-24 year olds	48	50	2
Males	63	35	2
Females	60	38	2
Blue Collar Workers	57	40	3
White Collar Workers	66	33	1
Union Households	51	46	3
Catholics	56	43	1
1968 Humphrey Voters	21	77	2
Democrats	37	62	1
Wallace Voters	75	22	3

THE WHITE HOUSE

WASHINGTON

November 8, 1972

MEMORANDUM FOR: THE PRESIDENT

FROM: HERBERT G. KLEIN *HK*

Everett Collier called to recall that in 1969 you said you wanted to bridge the transition in Texas so that Democrats would vote not only for a Republican candidate but for part of his ticket. He said you have bridged the gap in this election as your popularity was transformed into county courthouse votes for John Tower. He believes you have had a long range and significant impact on Texas. This was reflected additionally in the close race for governor.

PRESIDENTIAL TABLE BY UPI

STATE	PCTS	NIXON-0/0	McGOVERN-0/0	SCHMITZ-0/0	GOP	DEM	AIP
TOTAL		45,520,507-61	28,281,207-38	1,037,830-1	521	17	0
ALA	91	684,051-76-E	210,584-23	12,257-1	9	0	0
ALAS	72	41,809-59-E	24,362-34	5,354-7	3	0	0
ARIZ	96	375,888-65-E	184,615-32	20,144-3	6	0	0
ARK	96	426,060-70-E	190,404-30		6	0	0
CALIF	99	4,502,130-55-E	3,471,712-43	227,845-2	45	0	0
COLO	96	563,688-63-E	316,865-36	16,507-1	7	0	0
CONN	95	767,830-60-E	509,544-39	22,020-1	8	0	0
DEL	100	139,796-60-E	91,907-39	2,615-1	3	0	0
DC	100	29,697-21	109,974-79-E		0	3	0
FLA	100	1,752,230-72-E	690,546-28		17	0	0
GA	87	763,026-75-E	256,796-25		12	0	0
HAW	100	167,414-63-E	100,617-37		4	0	0
IDA	94	181,313-65-E	74,863-26	26,064-9	4	0	0
ILL	97	2,742,106-60-E	1,860,397-40		26	0	0
IND	100	1,397,748-67-E	703,202-33		13	0	0
IOW	99	701,466-58-E	492,372-41	21,655-1	8	0	0
KANS	99	604,842-68-E	264,557-30	20,796-2	7	0	0
KY	100	670,937-64-E	369,082-35	17,175-1	9	0	0
LA	92	701,455-66-E	314,309-30	52,533-4	10	0	0
ME	99	251,287-61-E	160,833-39		4	0	0
MD	100	795,358-62-E	486,195-37	18,483-1	10	0	0
MASS	100	1,104,310-45	1,323,843-55-E		0	14	0
MICH	93	1,845,361-57-E	1,381,232-42	59,346-1	21	0	0
MINN	97	855,599-52-E	772,981-47	29,880-1	10	0	0
MISS	99	498,876-79-E	125,945-20	11,650-1	7	0	0
MO	99	1,125,256-63-E	678,660-37		12	0	0
MONT	98	176,958-58-E	115,905-38	13,143-4	4	0	0
NEBR	100	383,332-71-E	162,365-29		5	0	0
NEV	98	114,339-64-E	64,801-36		3	0	0
N.H.	99	212,212-65-E	115,474-34	3,322-1	4	0	0
N.J.	97	1,765,791-63-E	1,055,183-37	23,464-0	17	0	0
N.M.	98	230,699-62-E	137,800-36	8,623-2	4	0	0
N.Y.	99	4,151,415-60-E	2,884,812-40		41	0	0
N.C.	99	1,060,713-70-E	435,332-29	24,512-1	13	0	0
N.D.	90	159,390-63-E	91,162-36	4,984-1	3	0	0
OHIO	96	2,360,644-60-E	1,523,126-39	75,837-1	25	0	0
OKLA	100	745,910-74-E	243,338-24	22,888-2	8	0	0
ORE	100	483,229-53-E	390,867-42	46,104-5	6	0	0
PENN	100	2,703,975-60-E	1,788,034-39	67,255-1	27	0	0
R.I.	100	208,482-53-E	184,999-47		4	0	0
S.C.	97	464,007-71-E	186,910-28	9,869-1	8	0	0
S.D.	98	160,258-54-E	138,709-46		4	0	0
TENN	100	812,484-68-E	355,817-30	30,256-2	10	0	0
TEX	89	2,019,680-67-E	1,032,160-33		26	0	0
UTAH	99	315,195-68-E	122,466-26	28,187-6	4	0	0
VT	97	113,916-63-E	66,419-37		3	0	0
VA	99	976,335-69-E	436,067-30	19,107-1	12	0	0
WASH	93	673,028-57-E	471,218-39	48,499-4	9	0	0
W.VA.	94	452,009-64-E	261,859-36		6	0	0
WISC	100	986,751-54-E	805,726-44	47,456-2	11	0	0
WYO	99	100,222-70-E	44,261-30		3	0	0

THE WHITE HOUSE

WASHINGTON

November 8, 1972

MEMORANDUM FOR THE PRESIDENT

FROM: WILLIAM E. TIMMONS *WT*

SUBJECT: Congressional Results

From information currently available, the following report on Senate and House races has been prepared. However, returns from precincts and counties -- particularly absentee ballots -- are incomplete in some areas.

(1) SENATE

It appears that the Republican Party will have a net loss of two Senate seats in the 93rd Congress. Four Democratic seats changed hands (Domenici, Helms, Bartlett, and Scott), while six GOP seats were lost to the Democrats (Allott, Boggs, Miller, Nunn, Smith, and Hirsch).

However, the philosophical tilt of the Senate will probably remain the same as it was during the 92nd Congress, with Huddleston (Ky) and Nunn (Ga) swinging from side to side as the issues dictate.

(2) HOUSE OF REPRESENTATIVES

Of the "marginal" GOP incumbents, we appear to have lost five (Kyl, Schwengel, O'Konski, McKevitt, and Lloyd).

There were two candidates who lost GOP "open" Districts. They are Cook (Fletcher Thompson's seat), and Hewgley (Belcher's seat). Pritchard (R) is running for Pelly's Washington seat and this is still too close to call.

Eighteen Republicans retained GOP "open" seats resulting from retirements, defeats or Members seeking other offices.

HOUSE OF REPRESENTATIVES (Cont'd)

Of Republican challengers for new or Democratic Districts, we have picked up 25.

If the early returns hold up, the GOP will have increased its current ranks (177) by 13 for a total of 190 in the new House. It should be noted, however, that redistricting actually eliminated five present GOP districts, leaving our political starting base at 172. Therefore, we actually gained a net 18.

Because of serious losses through retirement of Ranking Members and Republican gains in the South, I anticipate the Administration's impact on legislation before the House will be unchanged. .

<u>State</u>	<u>% of Pcts.</u>	<u>Republican %</u>	<u>Democrat %</u>	<u>Other</u>	<u>Other</u>	<u>Party Change</u>
Ala	93	Blount 327,544 - 33	Sparkman 643,702 - 64	Stone 6,504 - 0	Leflore 29,131 - 3	NC
Alaska	72	Stevens 55,700 - 78	Guess 16,326 - 22			NC
Ark	96	Babbitt 236,006 - 39	McClellan 368,178 - 61			NC
Colo	96	Allott 422,732 - 48	Haskell 435,945 - 51	Salazar 12,221 - 1		Loss
Del	100	Boggs 112,542 - 49	Biden 115,528 - 51	Majka 817 - 0		Loss
Geo	86	Thompson 459,688 - 45	Nunn 546,077 - 55			NC
Ida	98	McClure 156,885 - 53	David 138,055 - 45	Stoddard 6,631 - 2		NC
Ill	98	Percy 2,813,224 - 63	Pucinski 1,673,994 - 37			NC
Iowa	99	Miller 523,938 - 45	Clark 648,755 - 55	Rocap 8,662 - 0		Loss
Kans	98	Pearson 599,218 - 73	Tetzlaff 194,666 - 23	Miller 34,414 - 4		NC
Ky	100	Nunn 491,302 - 48	Huddleston 525,895 - 51	Breeden 8,586 - 1	Bartley 5,834 - 0	Loss
La	99	Toledano 203,607 - 19	Johnston 588,162 - 56	Lyons 30,183 - 2	McKeithen 247,414 - 23	NC
Maine	99	Smith 195,506 - 46	Hathaway 223,259 - 54			Loss
Mass	100	Brooke 1,496,312 - 65	Droney 820,375 - 35			NC
Mich	93	Griffin 1,672,464 - 53	Kelley 1,490,709 - 47	Dillinger 21,592 - 0	Halpert 17,728 - 0	NC

<u>State</u>	<u>% of Pcts.</u>	<u>Republican %</u>	<u>Democrat %</u>	<u>Other</u>	<u>Other</u>	<u>Party Change</u>
Minn	97	Hansen 700,686 - 42	Mondale 936,874 - 58			NC
Missi	98	Carmichael 245,858 - 39	Eastland 365,468 - 58	Walker 14,925 - 3	McKinley 6,077 - 0	NC
Mont	98	Hibbard 145,552 - 48	Metcalf 157,301 - 52			NC
Nebr	100	Curtis 282,324 - 53	Carpenter 255,424 - 47			NC
N. Hamp	99	Powell 138,703 - 43	McIntyre 183,316 - 57			NC
N. J.	97	Case 1,642,204 - 63	Krebs 935,214 - 36	Freund 30,090 - 1		NC
N. Mex	98	Domenici 200,209 - 54	Daniels 170,758 - 46			Gain
N. Car	99	Helms 785,575 - 55	Galifinakis 666,454 - 45			Gain
Okla	100	Bartlett 505,843 - 52	Edmondson 471,733 - 48	Roach 6,156 - 0		Gain
Ore	100	Hatfield 491,393 - 54	Morse 423,564 - 46			NC
RI	100	Chafee 179,733 - 45	Pell 211,719 - 55			NC
So Car	97	Thurmond 419,152 - 64	Zeigler 239,259 - 36			NC
So Dak	99	Hirsch 127,555 - 42	Abourezk 169,530 - 58			Loss
Tenn	100	H. Baker 714,274 - 62	Blanton 441,309 - 38			NC
Tex	89	Tower 1,609,671-54	Sanders 1,342,098 - 45	Amaya 58,203 - 1		NC

<u>State</u>	<u>% of Pcts.</u>	<u>Republican</u>	<u>Democrat</u>	<u>Other</u>	<u>Other</u>	<u>Party Change</u>
Va.	99	Scott 721,078 - 52	Spong 638,364 - 46	Henderson 33,739 - 2		Gain
W. Va.	94	Leonard 231,604 - 33	Randolph 452,938 - 67			NC
Wyoming	99	Hansen 100,604 - 72	Vinich 40,695 - 28			NC

Net Loss 2

GOP NEW FACES IN HOUSE
CHALLENGERS

Conn 5	<u>Sarasin</u> over Monagan
Me 2	<u>Cohen</u> in Hathaway's old district
Md 4	<u>Holt</u> in new district
NJ 13	<u>Maraziti</u> in new district
NY 26	<u>Gilman</u> over Dow
NY 3	<u>Roncallo</u> in new district
Ill 3	<u>Hanrahan</u> in new district
Ill 17	<u>O'Brien</u> in new district
Ill 10	<u>Young</u> over Mikva
Ind 11	<u>Hudnutt</u> over Jacobs
SD 2	<u>Abdnor</u> in Abourezk's old district
Fla 10	<u>Bafalis</u> in new district
La 3	<u>Treen</u> in Caffrey's old district
Miss 4	<u>Cochran</u> in Griffin's old district
Miss 5	<u>Lott</u> in Colmer's old district
SC 6	<u>Young</u> in McMillan's old district
Tenn 6	<u>Beard</u> over Anderson
Tex 5	<u>Steelman</u> over Cabell
Ariz 4	<u>Conlan</u> in new district
Cal 42	<u>Burgener</u> in new district
Cal 36	<u>Ketchum</u> in new district
Colo 5	<u>Armstrong</u> in new district
Colo 4	<u>Johnson</u> in Aspinall's old district
Nev AL	<u>Towell</u> in Baring's old district
Va 4	<u>Daniel</u> in Abbitt's old district

REPUBLICAN NEW FACES IN HOUSE
GOP "OPEN" SEATS

Mass 5	<u>Cronin</u> for Brad Morse
Mass 12	<u>Weeks</u> for Hastings Keith
NJ 12	<u>Rinaldo</u> for Flo Dwyer
NY 31	<u>Mitchell</u> for Al Pirnie
Pa 9	<u>Shuster</u> for Irv Whalley
Ill 21	<u>Madigan</u> for Bill Springer
Mich 18	<u>Huber</u> for Bill Broomfield (moved to new district)
Mo 7	<u>Taylor</u> for Doc Hall
Ohio 4	<u>Guyer</u> for Bill McCulloch
Ohio 16	<u>Regula</u> for Frank Bow
Wis 12	<u>Froelich</u> for John Byrnes
N. C. 9	<u>Martin</u> for Charlie Jonas
Va 6	<u>Butler</u> for Dick Poff
Va 8	<u>Parris</u> for Bill Scott
Cal 39	<u>Hinshaw</u> for John Schmitz
Cal 20	<u>Moorhead</u> for Allen Smith
Ida 1	<u>Symms</u> for Jim McClure
NY 33	<u>Walsh</u> for Jack Terry

THE WHITE HOUSE

WASHINGTON

November 8, 1972

MEMORANDUM FOR:

THE PRESIDENT

FROM:

HARRY S. DENT *H.S.D.*

SUBJECT:

Gubernatorial Races

<u>State</u>	<u>%</u>	<u>Republican</u>	<u>Democrat</u>	<u>Other</u>
Arkansas	96	Blaylock (145,305-24%)	Bumpers (454,842-76%)	
Delaware	100	Peterson (109,348-48%)	Tribbitt (116,689-52%)	Lyndall (1,604-0%)
Indiana	100	Bowen (1,193,631-57%)	Welsh (893,348-43%)	Hurley (6,142-0%)
Illinois	98	Ogilvie (2,252,121-49%)	Walker (2,313,546-51%)	
Iowa	99	Ray (701,996-59%)	Franzenburg (484,872-40%)	Dilley (14,824-1%)
Kansas	99	Kay (331,501-37%)	Docking (557,831-63%)	
Missouri	99	Bond (1,001,165-56%)	Dowd (815,708-44%)	
Montana	98	Smith (140,543-45%)	Judge (166,080-55%)	
N. Hampshire	99	Thomson (133,990-42%)	Crowley (124,140-39%)	McLane (62,829-19%)
N. Carolina	99	Holshouser (755,880-52%)	Bowles (716,578-48%)	Pettyjohn (8,093-0%)
N. Dakota	90	Larsen (125,828-49%)	Link (130,740-51%)	
Rhode Island	100	DeSimone (182,943-46%)	Noel (208,360-54%)	
S. Dakota	99	Thompson (119,273-39%)	Kneip (179,232-61%)	
Texas	89	Grover (1,365,785-45%)	Briscoe (1,435,443-49%)	Muniz (187,601-6%)
Utah	99	Strike (141,416-30%)	Rampton (323,692-70%)	
Vermont	99	Hackett (79,431-43%)	Salmon (101,281-56%)	Sanders (2,094-1%)

<u>State</u>	<u>%</u>	<u>Republican</u>	<u>Democrat</u>	<u>Other</u>
Washington	93	Evans (599,458-54%)	Roselini (524,474-46%)	
West Virginia	94	Moore (396,601-55%)	Rockefeller (329,397-45%)	

Democrat Statehouses won by the GOP: Missouri, North Carolina.
 GOP Statehouse lost to the Democrat: Delaware, Illinois, Vermont.
 Net Loss of one Statehouse for the GOP. (GOP Gov. Ferre of
 Puerto Rico was beaten by Popular Democratic Party candidate
 Rafael Colon.)

MEMORANDUM FOR: MR. H. R. HALDEMAN

FROM: R. M. TEETER

The results of the CBS election day survey by demographic groups are:

	<u>Nixon</u>	<u>McGovern</u>	<u>Other</u>
Whites	66	32	2
Blacks	19	80	1
18-24 year olds	48	50	2
Males	63	35	2
Females	60	38	2
Blue Collar Workers	57	40	3
White Collar Workers	66	33	1
Union Households	51	46	3
Catholics	56	43	1
1968 Humphrey Voters	21	77	2
Democrats	37	62	1
Wallace Voters	75	22	3

ABOUT POLITICAL LANDSLIDES . . .

PUBLIC-OPINION POLLS and most political experts agree that President Nixon now seems to be heading for a landslide victory, perhaps capturing as many as 2 out of every 3 popular votes in November. And yet—

If history is any guide, landslides of that sort don't usually happen.

In recent days and weeks, polls by the Gallup, Harris and Sindlinger organizations, among others, found that about 60 per cent of the voters favor the President. Inroads into the "undecided" voters could push Mr. Nixon's share even higher, maybe to 65 per cent.

Since 1864— A look back at the election records since the Civil War shows this:

Not once in the 27 presidential elections from 1864 to the present has any candidate received a landslide that big.

Over the past 108 years, in fact, only three candidates won as much as 60 per cent of the total popular vote.

The most recent case of a wide margin came in 1964, when Democrat Lyndon B. Johnson tallied 61.1 per cent of the popular vote against his Republican opponent, Barry Goldwater. That was the largest share of the vote any candidate ever received.

You have to go back more than a quarter century to find another candidate winning more than 60 per cent of the vote. That was in 1936, when Franklin D. Roosevelt received 60.8 per cent of the popular vote in his race against Republican Alfred M. Landon.

The third case of a huge margin of victory was in 1920. In that year, Republican Warren G. Harding received 60.4 per cent of the popular vote against James M. Cox, his Democratic opponent.

Before Mr. Harding's landslide win, the biggest percentage of the popular vote was won by Republican Theodore Roosevelt, with 56.4 per cent, in 1904.

Whether or not Mr. Nixon wins a landslide popular vote, political experts say he is headed for a landslide electoral victory—with a chance of capturing all 50 States. Franklin Roosevelt came closest to a sweep in modern times when he won 46 of 48 States in 1936.

85 million voters. One thing that seems certain: November's winner will set a new high for votes received by a candidate. With 18-year olds voting for the first time, a record 85 million Americans are expected to go to the polls. It would take only 51 per cent of the votes to break the previous record of 43.1 million votes won by Lyndon Johnson in 1964.



ONLY THREE PRESIDENTS HAVE WON AS MUCH AS 60% OF THE POPULAR VOTE

Election	Democrat's Share of Popular Vote	Republican's Share of Popular Vote		
1864	McClellan 45.0%	Lincoln 55.0%	10	
1868	Seymour 47.3%	Grant 52.7%	9	
1872	Greeley 44.0%	Grant 55.6%	12	
1876	Tilden 51.0%	Hayes 48.0%*	3	
1880	Hancock 48.1%	Garfield 48.5%*	—	
1884	Cleveland 48.5%*	Blaine 48.2%	—	
1888	Cleveland 48.7%	Harrison 47.9%*	—	
1892	Cleveland 46.1%*	Harrison 43.0%	3	
1896	Bryan 46.7%	McKinley 51.1%	4	
1900	Bryan 45.5%	McKinley 51.7%	6	
1904	Parker 37.6%	Roosevelt 56.4%	19	19
1908	Bryan 43.1%	Taft 51.6%	8	
1912	Wilson 41.9%*	Taft 23.2%	19	
1916	Wilson 49.3%*	Hughes 46.1%	3	
1920	Cox 34.1%	Harding 60.4%	26	26
1924	Davis 28.8%	Coolidge 54.0%	25	25
1928	Smith 40.8%	Hoover 58.1%	17	17
1932	Roosevelt 57.4%	Hoover 39.7%	18	
1936	Roosevelt 60.8%	Landon 36.5%	24	
1940	Roosevelt 54.7%	Willkie 44.8%	10	
1944	Roosevelt 53.4%	Dewey 45.9%	7	
1948	Truman 49.6%*	Dewey 45.1%	4	
1952	Stevenson 44.4%	Eisenhower 55.1%	11	
1956	Stevenson 42.0%	Eisenhower 57.4%	15	15
1960	Kennedy 49.7%*	Nixon 49.5%	—	
1964	Johnson 61.1%	Goldwater 38.5%	23	
1968	Humphrey 42.7%	Nixon 43.4%*	1	

NOTE: Where percentages do not add to 100, part of the popular vote went to minor-party candidates.

*A "minority President" who won election with a majority of electoral votes, though a minority of the popular vote.

ALA	70	76	6
ALAS	55	59	4
ARIZ	-70	65	5
ARK	-75	70	5
CALIF	55	55	=
COLO	-65	63	2
CONN	60	60	=
DEL	-65	60	5
FLA	-70	72	2
GA	-75	75	=
HAW	-70	63	7
IDA	75	65	10
ILL	60	60	=
IND	-70	67	3
IOW	70	58	12
KANS	-70	68	2
KY	65	64	1
LA	-75	66	9
ME	-65	61	4
MD	60	62	2
MASS	51	45	6
MICH	55	57	2
MINN	60	52	8
MISS	-70	79	9
MO	60	63	3
MONT	-60	58	2
NEBR	-75	71	4

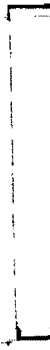
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NEV	-60	64	4	
N.H.	65	65		=
N.J.	60	63	3	
N.M.	-70	62		8
N.Y.	60	60		=
N.C.	-70	70		=
N.D.	-70	63		7
OHIO	65	60		5
OKLA	70	74	4	
ORE	-55	53		2
PENN	60	60		=
R.I.	65	53		12
S.C.	-70	71	1	
S.D.	70	54		16
TENN	-70	68		2
TEX	70	67		3
UTAH	-70	68		2
VT	-70	63		7
VA	-70	69		1
WASH	55	57	2	
W.VA.	65	64		1
WISC	52	54	2	
WYO	-70	70		=
D.C.	?	21		

44

151
44
107



1972 NIXON-McGOVERN TRIAL HEATS

Polling Date	Registered Voters			Without Leaners	Total Without Leaners
	Nixon	McGovern	N.O.		
W2-Jun 16-26	<u>52</u>	<u>32</u>	<u>16</u>		
H-Jul 1- 6	55	35	10		
G-Jul 14-17				56-37- 7	
O-Jul 19-20				<u>55-26-19</u>	<u>54-27-19</u>
H-Aug 2- 3	57	34	9		
G-Aug 5-12				57-31-12	
G-Aug 24-27	64	30	6		
O-Aug 29-31	<u>64</u>	<u>27</u>	<u>9</u>	<u>60-23- 9</u>	<u>59-23- 9</u>
H-Aug 29-30	63	29	8		
W3-Sep 5-16	62	32	6		
H-Sep 19-21	59	31	10		
G-Sep 22-25	61	33	6		
O-Sep 29- Oct 1	<u>59</u>	<u>28</u>	<u>13</u>	<u>52-26-13</u>	<u>50-26-14</u>
H-Oct 3- 5	60	33	7		
O-Oct 6- 8	<u>59</u>	<u>25</u>	<u>16</u>	<u>51-22-27</u>	<u>49-22-29</u>
G-Sep 29- Oct 9	60	34	6		
O-Oct 13-15	<u>60</u>	<u>28</u>	<u>12</u>	<u>52-24-24</u>	<u>51-24-25</u>
G-Oct 13-18	59	36	5		
H-Oct 16-19	59	34	7		
O-Oct 20-22	<u>59</u>	<u>28</u>	<u>13</u>	<u>53-23-24</u>	<u>53-22-25</u>
O-Oct 23	<u>58</u>	<u>29</u>	<u>13</u>	<u>51-25-24</u>	<u>50-24-26</u>
H-Oct 24-26	60	32	8		
O-Oct 27-29	<u>55</u>	<u>31</u>	<u>14</u>	<u>47-27-26</u>	<u>48-26-26</u>
O-Oct 31- Nov 1	<u>60</u>	<u>31</u>	<u>9</u>	<u>54-27-19</u>	<u>53-27-20</u>
H-Oct 31- Nov 4	59	35	6		
G-Nov 2- 4	61	35	4		
<i>G. Predict</i>	<i>62</i>	<i>38</i>			
<i>H. Predict</i>	<i>61</i>	<i>39</i>			
<i>Nov/ est.</i>	<i>64</i>	<i>36</i>			

11/2/72

1972 NIXON-McGOVERN TRIAL HEATS

Polling Date	Registered Voters			Without Leaners	Total Without Leaners
	Nixon	McGovern	N.O.		
W2-Jun 16-26	<u>52</u>	<u>32</u>	<u>16</u>		
H-Jul 1- 6	55	35	10		
G-Jul 14-17				56-37- 7	
O-Jul 19-20				<u>55-26-19</u>	<u>54-27-19</u>
H-Aug 2- 3	57	34	9		
G-Aug 5-12				57-31-12	
G-Aug 24-27	34 64	30	6		
O-Aug 29-31	37 <u>64</u>	<u>27</u>	<u>9</u>	<u>60-23- 9</u>	<u>59-23- 9</u>
H-Aug 29-30	34 63	29	8		
W3-Sep 5-16	30 <u>62</u>	32	6		
H-Sep 19-21	28 59	31	10		
G-Sep 22-25	28 61	33	6		
O-Sep 29- Oct 1	31 <u>59</u>	<u>28</u>	<u>13</u>	<u>52-26-13</u>	<u>50-26-14</u>
H-Oct 3- 5	27 60	33	7		
O-Oct 6- 8	34 <u>59</u>	<u>25</u>	<u>16</u>	<u>51-22-27</u>	<u>49-22-29</u>
G-Sep 29- Oct 9	26 60	34	6		
O-Oct 13-15	32 <u>60</u>	<u>28</u>	<u>12</u>	<u>52-24-24</u>	<u>51-24-25</u>
G-Oct 13-18	23 59	36	5		
H-Oct 16-19	25 59	34	7		
O-Oct 20-22	31 <u>59</u>	<u>28</u>	<u>13</u>	<u>53-23-24</u>	<u>53-22-25</u>
O-Oct 23	29 <u>58</u>	<u>29</u>	<u>13</u>	<u>51-25-24</u>	<u>50-24-26</u>
H-Oct 24-26	28 60	32	8		
O-Oct 27-29	24 <u>55</u>	<u>31</u>	<u>14</u>	<u>47-27-26</u>	<u>48-26-26</u>
O-Oct 31- Nov 1	29 <u>60</u>	<u>31</u>	<u>9</u>	<u>54-27-19</u>	<u>53-27-20</u>
G Nov 3-4	28 64	36	4		
H Nov 1-5	24 59	35	6		
G Predict	24 62	38			
H Predict	22 61	39			
Nov 1 est.	28 64	36			

TRIAL HEAT SUMMARY

1972

	<u>MO.</u>	<u>N.J.</u>	<u>N.Y.</u>	<u>OHIO</u>	<u>PA.</u>	<u>TEX.</u>	<u>WISC.</u>
W2-Jun 12-26	46-44-10	46-44- 6	49-42- 9	56-38- 6	49-42- 9	54-35-11	52-44- 5
W3-Sep 5-16	52-25-22	62-31- 8	55-33-11	60-32- 9	60-27-14	64-24-12	55-36- 9
RW-Sep 17- Oct 5	62-28-10		57-33-10		63-28- 9	*63-22-16	53-36-11
RW-Oct 6-17			56-33-11	61-29-10			
YA-Oct 15-24			51-38-11	54-27-19	58-26-16	62-21-17	
ORC-Oct 17-22 (phone)		58-33- 9	56-34-10	59-31-10	61-27-12		
DMI-Oct 19-22 (pers)			53-36-12		58-31-12	63-23-14 (phone)	
GA-Oct 20-22			56-39- 5	61-32- 7	57-38- 5		
ORC-Oct 28-29							46-38-16
		*52-31-17	*58-32-10 *65-35 *64-36				
Oct 30- Nov 6	60	60	*62-38 60	*54-34-12 65	60	70	52

*Attitude
 Analysis
 Res.Servs.

*NY Daily
News

*Cleveland
Plain Dealer

*MOR

TRIAL EAT SUMMARY
1972

	<u>NATL.</u>	<u>ALA.</u>	<u>CALIF.</u>	<u>CONN.</u>	<u>ILL.</u>	<u>MD.</u>	<u>MICH.</u>	<u>MINN.</u>
W2-Jun 12-26	52-32-16	63-23-14	53-37-10	54-37-10	56-35-10	52-42- 6	45-45-10	
W3-Sep 5-16	62-32- 6	62-20-18	63-23-14	67-23-10	56-26-18 *60-24-16	58-30-12	55-37- 8 *54-38- 8	
RW-Sep 17- Oct 5			58-34- 8 *50-36-14	*59-23-18		58-32-10	63-26-11 *52-37-11	*60-37- 3
RW-Oct 6-17			51-38-11		62-27-11 *58-29-13 **65-35		56-31-13 *50-37-13	57-32-11 *60-36- 4
YA-Oct 15-24			54-32-14		58-28-14		52-36-12	
GA-Oct 20-22			55-39- 6		60-36- 4		59-34- 7	
RW-Oct 19-22			52-36-12	57-31-12	55-32-13 **61-40			
DMI-Oct 19-23 (pers)			51-39-10					
ORC-Oct 27-29			51-37-12		*58-30-12		56-31-13	*56-39- 5
Oct 30- Nov 1			*49-35-16		**60-40		*49-42- 9	
	64	70	55	60	60	60	55	60
			*Field	*Hartford <u>Times</u>	*Chicago <u>Tribune</u> ** <u>Sun Times</u>		*Detroit <u>News</u>	*Minn. Poll

MISCELLANEOUS STATE POLLS

Nov 1

<u>STATE</u>		<u>POLLING DATE</u>	<u>RESULTS</u>	<u>POLLSTER</u>
Iowa	70	Sep 22-23	54-28-18	ORC
		Sep 22	64-29- 7	Iowa Poll
		Oct 12-15	60-27-13	Iowa Poll
		Oct 28-30	58-33- 9	Des Moines Register
Id.	75	Sep 25-30	66-16-18	Central Surveys
Ky.	65	Sep 28-Oct 2	61-24-15	DMI
		Oct 4	59-26-15	CRP
Mass.	51	Oct 2	44-41-15	ORC
		Oct 7- 8	48-44- 8	Becker Research
		Oct 31-Nov 2	39-49-12	Boston Globe
W. Va.	65	Oct 3	60-24-16	ORC
		Oct 11-14	65-25-10	ORC
			59-41	Charleston Gazette
Wash.	55	Oct 3- 4	53-32-15	ORC
		Oct 13-15	51-31-18	ORC
		Oct 20-25	55-29-16	Central Surveys
Ind.	45	Oct 3- 5	65-26- 9	MOR
S.D.	70	Oct 2- 7	57-25-18	DMI
Okla.	70	Oct 10-13	65-15-20	DMI
N.H.	65	Oct 14	66-21-13	ORC
			62-29- 9	Quayle
R.I.	65	Oct 15	57-29-14	Becker Research
		Oct 21-22	57-33-10	Becker Research
Colo.		Oct 25-Nov 2	66-27- 8	Denver Post

SENATE RACES

SENATE

<u>STATE</u>	<u>REP. CAND.</u>	<u>LATEST POLL</u>	<u>DEM. CAND.</u>	
X ALA	X Blount	28-46-26	✓ Sparkman*	60 A 59
ALAS	Stevens*		Guess	
✓ ARK	✓ Babbitt		✓ McClellan*	N 62
COLO	Allott*		Haskell	
- DEL -	Boggs*	46-40-14	Biden +	N 55 C?
X GA	? Thompson		✓ Nunn	60 N A 60 63
→ IDA	McClure	47-30-23	Davis	
✓ ILL	✓ Percy*		Pucinski	60 C A N 53 60
- IOW -	Miller*		✓ Clark	C
✓ KANS	✓ Pearson*		Tetzlaff	71
- KY -	Nunn	40-41-19	✓ Huddleston	N C C A 52 52
✓ LA	Toledano		✓ Johnston	C 58 N
- ME	Smith*		✓ Hathaway*	A N 55 C 55
✓ MASS	✓ Brooke*		Droney	68 A 52
✓ MICH	✓ Griffin*	51-49	Kelley	N A 54 62
✓ MINN	Hansen		✓ Mondale*	62 ANC
✓ MISS	Carmichael		✓ Eastland*	67
MONT	Hibbard		Metcalfe*	
NEBR	✓ Curtis*		Carpenter	N 56
→ N.H.	Powell	30-55-15	✓ McIntyre*	
✓ N.J.	✓ Case*		Krebs	68 C
+ N.M. +	✓ Domenici	39-24-37	Daniels	C 55
+ N.C. +	✓ Helms	42-36-22	Galifianakis	C N 54
+ OKLA +	✓ Bartlett	42-47-11	Edmondson	N 54 C

<u>STATE</u>	<u>REP. CAND.</u>	<u>LATEST POLL</u>	<u>DEM. CAND.</u>	
ORE	Hatfield*		Morse	C
X R.I. X	Chaf	45-44-11	✓ Pell*	<u>654 N54</u>
✓ S.C.	✓ Thurmond*		Ziegler	<u>68 C</u>
- S.D.	Hirsch	39-44-17	✓ Abourezk	<u>A 55 N 54</u>
✓ TENN	✓ Baker*		Blanton	<u>62 N C</u>
✓ TEX	✓ Tower*	58-30-12	Sanders	<u>C N 58</u>
+ VA. +	✓ Scott		Spong*	<u>C 53 N</u>
✓ W. VA.	Leonard		✓ Randolph*	<u>62</u>
✓ WYO	✓ Hansen*		Vinich	<u>70 N</u>

SENATE SEATS

STATE	CANDIDATES	POLLS	COMMENTS
<u>INCUMBENTS</u>			
Michigan	✓ Griffin (R) Kelley (D)	10/16 - 47-37-2-14 9/21 - 42-36-22	Lead still very soft, Detroit area still key, needs P visit.
Texas	✓ Tower (R) Sanders (D)	10/3 - 53-30-17 9/12 - 46-41-13 10/20-23 - 58-30-12	Tower pulling away as organization improves -- needs another showing of P interest. Still a lingering anti-Tower sentiment among voters.
Delaware	? Boggs (R) Biden (D)	8/15 - 63-18-19 9/15 - 41-29-31 10/15 - 46-40-14	Biden <u>very</u> attractive and running well. Boggs badly in need of P assist. TV & radio tapes will help.

REPUBLICAN SEATS

Kentucky	✓ Nunn (R) Huddleston (D)	10/3 - 53-30-17 9/12 - 46-41-13 10/4 - 40-41-19	Field reports organization needs pick-up. Nunn thinks campaign going well.
Idaho	✓ McClure (R) Davis (D)	10/9 - 47-30-23	Field reports encouraging.
South Dakota	X Hirsch (R) Abourezk (D)	8/1 - 38-44-18 10/6 - 39-44-17	Needs \$ and help in western part of state. Also Eutz & Mrs. N. wanted.

NON-INCUMBENTS

PROBABLE	New Mexico	✓ Domenici (R) Daniels (D)	39-24-37	Organization closely tied into P's. Needs \$ -- looks good.
	Rhode Island	✓ Chaffee (R) Pell (D)	9/22 - 49-34-17 10/15 - 47-39-14 10/21-22 - 48-44-8	Needs Mrs. N. visit, organization now working w/P's.

POSSIBLE	Georgia	? X Thompson (R) Nunn (D)	No good data	Field reports close race, running poor campaign. P's visit a real boost.
	Oklahoma	✓ Barlett (R) Edmondson (D)	42-46-12 10/10-13 - DMI	Campaign improving, still needs identity w/P.
	North Carolina	✓ Helms (R) Califianakis (D)	42-31-27	Running poor campaign -- too conservative, organization now improving w/ tie-in to P. Considered close enough to win.
	Alabama	? X Blount (R) Sparkman (D)	28-47-2-23	Well organized -- P coattails will be strong w/straight ticket. Needs more P involvement -- TV tapes.

LONG SHOT	Montana	X Hilbard (R) Metcalf (D)	No good data	Needs \$ but now very doubtful and our resources should not be wasted here.
	Louisiana	X Toledano (R) Johnston (D) McKeithen (I)	No good data	3-way race -- needs \$ and organizational help.
	Virginia	? X Scott (R) Spong (D)	No good data	Poor candidate, totally dependent on P landslide.
	New Hampshire	? X Powell (R) McIntyre (D)	10/16 - 50-58-15	Very conservative candidate, but trying to tie race in w/P's.

net 3 raised to 4

TRENDS

GALLUP POLL TRIAL HEATS

<u>1948</u>	<u>1952</u>	<u>1956</u>	<u>1960</u>	<u>1964</u>	<u>1968</u>	<u>1972</u>
Dewey Truman Wallace Thurmond	Eisenhower Stevenson	Eisenhower Stevenson	Nixon Kennedy	Goldwater Johnson	Nixon Humphrey Wallace	Nixon McGovern

JAN				53-47			
FEB							49-34-11- 6
MAR				50-50			
APR				47-53			46-31-15- 8 45-32-16- 7
MAY				46-54 49-51			49-39-12 53-34-13
JUN		55-35-10 (Kefauver)		51-49		35-40-16-9	53-37-10
J	12 48-36-5- -10	2 45-43-12	24 61-37-2	-4 48-52	-56 20-76-4	2 40-38-16-6	19 56-37- 7
AUG	11 48-37-4-2- 9	8 51-43- 6		6 53-47 50-50	-36 29-65-6	16 45-29-18-8	26 57-31-12 39 64-30- 6
SEP	7 46-39-4-2- 9	9 51-42- 7	11 52-41-7	-2 49-51 2 51-49	-36 29-65-6 -36 32-68-0	12 43-31-19-7 15 43-28-21-8 15 44-29-20-7	32 61-33- 6
OCT.	6 46-40-4-2- 8 50-44-4-2- 0 5 49-44-4-2- 0	7 45-38-17	12 52-40-8 10 55-45-0	-4 48-52 50-50 -6 47-53	-35 29-64-7	12 43-31-20-6 8 44-36-15-5 2 42-40-14-4	26 60-34- 6 23 59-36- 5
NOV			20 59.5-40.5	-2 49-51	-29 32-61-7		61-35-4
DEC							

Actual (Rep)	45.1%	55.1%	57.4%	49.9%	38.5%	43.4%
Vote (Dem)	-5 49.6	11 44.4	15 42.0	= 50.1	-22 61.1	1 42.7
(Other)	5.3	.5	.6		.4	.4
						(AIP) 13.5

PAID POLITICAL BROADCAST RATINGS

THE PRESIDENT

<u>Date</u>	<u>Event</u>	<u>Time</u>	<u>NY Overnights and Share</u>	<u>No. of Stations</u>	<u>Network</u>	<u>LA Over- nights</u>	<u>No. of Stations</u>	<u>National Viewer Projection</u>	
10/14	"Documentary: The Record"	10:30-11:00p.m.	10.5	19	1	CBS	8.6	1	16,800,000

CLARK MacGREGOR

10/20	MacGregor's Half Hour	11:30-Noon	3.9	19	1	CBS	3.3	1	6,240,000
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JOHN CONNALLY

10/20	"Blockbuster"	7:30-8:00p.m.	30.5	N/A	5	ABC NBC	21.0	5	48,800,000
10/23	"Blockbuster"	7:30-8:00p.m.	1.9	N/A	1	NBC	4.7	1	3,040,000

SENATOR McGOVERN

10/1	Biography	8:30-9:00p.m.	10.6	17	1	CBS	7.3	1	16,800,000
10/10	Vietnam	7:30-8:00p.m.	16.2	28	2	CBS	24.8	4	26,920,000
10/15	McGovern In The Round	10:00-10:30p.m.	5.9	9	1	NBC	9.5	1	9,440,000
10/20	Economy	10:30-11:00p.m.	10.1	19	1	ABC	6.5	1	16,160,000
10/25	Morality In Government	7:30-8:00p.m.	25.7	44	5	ABC	19.4	4	41,120,000

PAID POLITICAL BROADCAST RATINGS

Radio Advertising Bureau

THE PRESIDENT - RADIO

<u>Date</u>	<u>Network</u>	<u>Time</u>	<u>National Network Projection</u>
10/7	CBS, NBC & Mutual	12:05-12:20 p.m.	6,233,000 Listeners
10/15	CBS, NBC & Mutual	5:07-5:22 p.m.	4,346,000 Listeners
10/23	CBS, NBC & Mutual	12:06-12:21 p.m.	6,233,000 Listeners
10/24	CBS, NBC & Mutual	10:36-10:51 a.m.	5,039,000 Listeners

11/2/72

1972
COMBINED POLLS

PRESIDENTIAL POPULARITY
(Total Including Not Registered)

<u>POLLING DATES</u>	<u>A</u>	<u>D</u>	<u>N.O.</u>	<u>DATE RELSD.</u>
T-Jan 3-20	54	35	11	
G-Jan 7- 9	49	39	12	1/20
O-Jan 26-27	<u>54</u>	<u>36</u>	<u>10</u>	
G-Feb 4- 7	53	36	11	2/17
H-Feb 8-15	55	44	1	2/28
O-Mar 3- 5	<u>59</u>	<u>28</u>	<u>13</u>	
G-Mar 3- 5	56	32	12	3/9
O-Mar 18-19	<u>54</u>	<u>35</u>	<u>11</u>	
G-Mar 24-27	53	37	10	4/13
O-Apr 27-29	<u>52</u>	<u>35</u>	<u>13</u>	
O-May 9-10	<u>57</u>	<u>33</u>	<u>10</u>	
H-May 9-10	52	46	2	
G-May 26-29	61	32	7	6/4
H-Jun 10-15	56	42	2	
G-Jun 16-19	60	32	8	6/25
T-Jun 16-26	<u>58</u>	<u>30</u>	<u>12</u>	
G-Jun 23-26	56	33	11	7/16
O-Jul 19-20	<u>58</u>	<u>31</u>	<u>11</u>	
H-Aug 2- 3	59	40	1	8/21
O-Aug 29-31	<u>63</u>	<u>27</u>	<u>10</u>	
T-Sep 5-16	62	31	7	
O-Sep 29- Oct 1	<u>62</u>	<u>27</u>	<u>11</u>	
O-Oct 6- 8	<u>58</u>	<u>28</u>	<u>14</u>	
O-Oct 13-15	<u>60</u>	<u>28</u>	<u>12</u>	
H-Oct 17-19	59	40	1	10/30
O-Oct 20-22	<u>60</u>	<u>26</u>	<u>14</u>	
O-Oct 27-29	<u>58</u>	<u>30</u>	<u>12</u>	
O-Oct 31- Nov 1	<u>62</u>	<u>28</u>	<u>10</u>	

PRESIDENT NIXON'S HANDLING OF THE WAR

<u>DATE</u>	<u>APPROVE</u>	<u>DISAPPROVE</u>	<u>N.O.</u>
<u>1972</u>			
H-Oct 17-19	46	52	2
O-Oct 23	<u>53</u>	<u>31</u>	<u>16</u>
O-Oct 27-29	<u>58</u>	<u>31</u>	<u>11</u>
O-Oct 31- Nov 1	<u>59</u>	<u>31</u>	<u>10</u>

National Telephone Survey
0-Sep 29-Oct 1, '72

NATIONWIDE TELEPHONE POLL #6
Polling Dates: Oct 31-Nov 1, '72
Respondents: Total - 1,123
Registered - 971

1. Are you registered to vote in the Presidential election
in 1972?

<u>Polling Date</u>	<u>Yes</u>	<u>No</u>
O-Sep 29- Oct 1, '72	83	17
O-Oct 6- 8, '72	82	18
O-Oct 13-15, '72	85	15
O-Oct 20-22, '72	83	17
O-Oct 23, '72	84	16
O-Oct 27-29, '72	84	16
O-Oct 31- Nov 1, '72	83	17

NATIONWIDE TELEPHONE SURVEY #6
 Polling Dates: Oct 31-Nov 1, '72
 Respondents: Total - 1,123
 Registered - 971

2. If the 1972 Presidential election were being held today, would you vote for Richard Nixon, the Republican candidate; or George McGovern, the Democratic candidate? (Includes Leaners)

<u>POLLING DATE</u> <u>1972</u>	<u>NIXON</u>		<u>McGOVERN</u>		<u>N.O.</u>	
	<u>(T)</u>	<u>(R)</u>	<u>(T)</u>	<u>(R)</u>	<u>(T)</u>	<u>(R)</u>
T-Jun 16-26		<u>52</u>		<u>32</u>		<u>16</u>
H-Jul 1- 6	55		35		10	
G-Jul 14-17	56		37		7	
O-Jul 19-20		<u>54</u> <u>54</u>		<u>27</u> <u>27</u>		<u>19</u> <u>19</u>
H-Aug 2- 3	57		34		9	
G-Aug 5-12	57		31		12	
G-Aug 26-27	64		30		6	
^ -Aug 29-31		<u>63</u> <u>64</u>		<u>28</u> <u>27</u>		<u>9</u> <u>9</u>
Aug 29-30	63		29		8	
T-Sep 5-16		62 63		32 31		6 6
H-Sep 19-21	59		31		10	
G-Sep 22-25	61		33		6	
O-Sep 29- Oct 1		<u>57</u> <u>59</u>		<u>29</u> <u>28</u>		<u>14</u> <u>13</u>
H-Oct 3- 5	60		33		7	
O-Oct 6- 8		<u>57</u> <u>59</u>		<u>26</u> <u>25</u>		<u>17</u> <u>16</u>
G-Sep 29- Oct 9	60		34		6	
O-Oct 13-15		<u>59</u> <u>60</u>		<u>28</u> <u>28</u>		<u>13</u> <u>12</u>
G-Oct 13-18	59		36		5	
H-Oct 17-19	59		34		7	
O-Oct 20-22		<u>60</u> <u>59</u>		<u>26</u> <u>28</u>		<u>14</u> <u>13</u>
O-Oct 23		<u>57</u> <u>58</u>		<u>28</u> <u>29</u>		<u>15</u> <u>13</u>
Oct 24-26	60		32		8	
Oct 27-29		<u>55</u> <u>55</u>		<u>31</u> <u>31</u>		<u>14</u> <u>14</u>
O-Oct 31- Nov 1		<u>59</u> <u>60</u>		<u>31</u> <u>31</u>		<u>10</u> <u>9</u>

NATIONWIDE TELEPHONE SURVEY #6
Polling Dates: Oct 31-Nov 1, '72
Respondents: Total - 1,123
Registered - 971

(If Neither or Undecided on question 2, ask 3.)

3. Would you say that you lean more toward Richard Nixon
or more toward George McGovern?

<u>Polling Date</u>	<u>Nixon</u>		<u>McGovern</u>		<u>N.O.</u>	
	(T)	(R)	(T)	(R)	(T)	(R)
O-Aug 29-31, '72	59 (4)	60 (4)	23 (5)	23 (4)	9 (9)	9 (9)
O-Sep 29- Oct 1, '72	50 (7)	52 (7)	26 (3)	26 (2)	24 (10)	22 (9)
O-Oct 6- 8, '72	49 (8)	51 (8)	22 (4)	22 (3)	29 (12)	27 (11)
O-Oct 13-15, '72	51 (8)	52 (8)	24 (4)	24 (4)	25 (12)	24 (12)
O-Oct 20-22, '72	53 (7)	53 (6)	22 (4)	23 (5)	25 (11)	24 (11)
O-Oct 23, '72	50 (7)	51 (7)	24 (4)	25 (4)	26 (11)	24 (11)
O-Oct 27-29, '72	48 (7)	47 (8)	26 (5)	27 (4)	26 (12)	26 (12)
O-Oct 31- Nov 1, '72	53 (6)	54 (6)	27 (4)	27 (4)	20 (10)	19 (9)

NATIONWIDE TELEPHONE SURVEY #6
Polling Dates: Oct 31-Nov 1, '72
Respondents: Total - 1,123
Registered - 971

(If Nixon on question 2 or 3, ask 4.)

4. Would you say that you are voting for Nixon or against McGovern?

<u>Polling Date</u>	<u>For Nixon</u>		<u>Against McGovern</u>		<u>N.O.</u>	
	(T)	(R)	(T)	(R)	(T)	(R)
O-Oct 31- Nov 1, '72	65	65	25	26	10	9

(If McGovern on question 2 or 3, ask 5.)

5. Would you say that you are voting for McGovern or against Nixon?

<u>Polling Date</u>	<u>For McGovern</u>		<u>Against Nixon</u>		<u>N.O.</u>	
	(T)	(R)	(T)	(R)	(T)	(R)
O-Oct 31- Nov 1, '72	49	53	37	35	14	15

NATIONWIDE TELEPHONE SURVEY #6
 Polling Dates: Oct 31-Nov 1, '72
 Respondents: Total - 1,123
 Registered - 971

6. Have you definitely made up your mind which candidate you prefer for President, or is there a possibility that you will change your mind during the campaign?

<u>Polling Date</u>	<u>Made Up Mind</u>		<u>May Change Mind</u>		<u>N.O.</u>	
	(T)	(R)	(T)	(R)	(T)	(R)
O-Aug 29-31, '72	63	63	31	31	6	6
O-Sep 29- Oct 1, '72	66	67	26	26	8	7
O-Oct 6- 8, '72	63	66	24	24	13	10
O-Oct 13-15, '72	68	71	23	22	9	7
O-Oct 20-22, '72	71	72	21	21	8	7
O-Oct 31- Nov 1, '72	75	77	17	17	8	6

NATIONWIDE TELEPHONE SURVEY #6
 Polling Dates: Oct 31-Nov 1, '72
 Respondents: Total - 1,123
 Registered - 971

7. Do you approve or disapprove of the way Richard Nixon is handling his job as President?

<u>POLLING DATE</u>	<u>A</u>		<u>D</u>		<u>N.O.</u>	
	(T)	(R)	(T)	(R)	(T)	(R)
<u>1972</u>						
T-Jan 3-20		54		35		11
G-Jan 7- 9	49		39		12	
O-Jan 26-27		<u>54</u> <u>54</u>		<u>36</u> <u>36</u>		<u>10</u> <u>10</u>
G-Feb 4- 7	53		36		11	
H-Feb 8-15		55		44		1
O-Mar 3- 5		<u>59</u> <u>59</u>		<u>28</u> <u>28</u>		<u>13</u> <u>13</u>
G-Mar 3- 5.	56		32		12	
O-Mar 18-19		<u>54</u> <u>54</u>		<u>35</u> <u>35</u>		<u>11</u> <u>11</u>
G-Mar 24-27	53		37		10	
7-Apr 27-29		<u>52</u> <u>52</u>		<u>35</u> <u>35</u>		<u>13</u> <u>13</u>
J-May 9-10		<u>57</u>		<u>33</u>		<u>10</u>
H-May 9-10		52		46		2
G-May 26-29	61		32		7	
H-Jun 10-15		56		42		2
G-Jun 16-19	60		32		8	
T-Jun 16-26		<u>58</u>		<u>30</u>		<u>12</u>
G-Jun 23-26	56		33		11	
O-Jul 19-20		<u>58</u> <u>59</u>		<u>31</u> <u>31</u>		<u>11</u> <u>10</u>
H-Aug 2- 3		59		40		1
O-Aug 29-31		<u>63</u> <u>63</u>		<u>27</u> <u>27</u>		<u>10</u> <u>10</u>
T-Sep 5-16		62 63		31 30		7 7
O-Sep 29- Oct 1		<u>62</u> <u>65</u>		<u>27</u> <u>26</u>		<u>11</u> <u>9</u>
O-Oct 6- 8		<u>58</u> <u>58</u>		<u>28</u> <u>29</u>		<u>14</u> <u>13</u>
O-Oct 13-15		<u>60</u> <u>60</u>		<u>28</u> <u>27</u>		<u>12</u> <u>13</u>
-Oct 17-19	59		40		1	
O-Oct 20-22		<u>60</u> <u>60</u>		<u>26</u> <u>26</u>		<u>14</u> <u>14</u>
O-Oct 27-29		<u>58</u> <u>58</u>		<u>30</u> <u>31</u>		<u>12</u> <u>11</u>
O-Oct 31- Nov 1		<u>62</u> <u>62</u>		<u>28</u> <u>29</u>		<u>10</u> <u>9</u>

NATIONWIDE TELEPHONE SURVEY #6
 Polling Dates: Oct 31-Nov 1, '72
 Respondents: Total - 1,123
 Registered - 971

8. Do you approve or disapprove of the way President Nixon is handling the Vietnam situation?

<u>POLLING DATE</u>	<u>A</u>		<u>D</u>		<u>N.O.</u>	
	(T)	(R)	(T)	(R)	(T)	(R)
<u>1972</u>						
T-Jan 3-20		55		38		7
O-Jan 26-27		<u>54</u> <u>54</u>		<u>38</u> <u>38</u>		<u>8</u> <u>8</u>
G-Feb 4- 6	51		39		10	
H-Feb 8-15		41		56		3
O-Mar 3- 5		<u>53</u> <u>53</u>		<u>36</u> <u>36</u>		<u>11</u> <u>11</u>
G-Apr 21-24		48		44		8
O-Apr 27-29		<u>47</u> <u>47</u>		<u>44</u> <u>44</u>		<u>9</u> <u>9</u>
May 9-10		<u>52</u>		<u>38</u>		<u>10</u>
H-May 9-10		37		59		4
G-May 26-29	53		38		9	
H-Jun 10-15		42		55		3
T-Jun 16-26		<u>58</u>		<u>35</u>		<u>7</u>
O-Jul 19-20		<u>55</u> <u>56</u>		<u>35</u> <u>35</u>		<u>10</u> <u>9</u>
O-Aug 29-31		<u>59</u> <u>59</u>		<u>33</u> <u>34</u>		<u>8</u> <u>7</u>
T-Sep 5-16		60 61		33 32		7 7
O-Sep 29- Oct 1		<u>55</u> <u>57</u>		<u>35</u> <u>33</u>		<u>10</u> <u>10</u>
O-Oct 6- 8		<u>52</u> <u>54</u>		<u>33</u> <u>32</u>		<u>15</u> <u>14</u>
O-Oct 13-15		<u>55</u> <u>56</u>		<u>34</u> <u>33</u>		<u>11</u> <u>11</u>
H-Oct 17-19	46		52		2	
O-Oct 20-22		<u>54</u> <u>54</u>		<u>33</u> <u>33</u>		<u>13</u> <u>13</u>
O Oct 23		<u>52</u> <u>53</u>		<u>32</u> <u>31</u>		<u>16</u> <u>16</u>
O Oct 27-29		<u>57</u> <u>58</u>		<u>32</u> <u>31</u>		<u>11</u> <u>11</u>
O-Oct 31- Nov 1		<u>58</u> <u>59</u>		<u>31</u> <u>31</u>		<u>11</u> <u>10</u>

NATIONWIDE TELEPHONE SURVEY #6
 Polling Dates: Oct 31-Nov 1, '72
 Respondents: Total - 1,123
 Registered - 971

9. In your opinion, should the U.S. enter into a ceasefire agreement with North Vietnam even if South Vietnam President Thieu refuses to accept the agreement, or should the U.S. wait until an agreement can be reached that is acceptable to South Vietnam President Thieu?

<u>Polling Date</u>	<u>Ceasefire w/ Thieu</u>		<u>Ceasefire w/out Thieu</u>		<u>N.O.</u>	
	(T)	(R)	(T)	(R)	(T)	(R)
O-Oct 27-29, '72	40	39	43	45	17	16
O-Oct 31- Nov 1, '72	39	38	38	39	23	23

10. Do you think that President Nixon should order a bombing halt in North Vietnam while we are negotiating toward a settlement or should the bombing continue until the negotiations are completed?

<u>Polling Date</u>	<u>Bombing Halt</u>		<u>Bombing Continue</u>		<u>N.O.</u>	
	(T)	(R)	(T)	(R)	(T)	(R)
O-Oct 27-29, '72	53	53	33	33	14	14
O-Oct 31- Nov 1, '72	48	47	33	34	19	19

11. The charge has been made that President Nixon could have made the Vietnam peace settlement long ago and that he delayed it just to help his re-election. Do you agree or disagree?

<u>Polling Date</u>	<u>Agree</u>		<u>Disagree</u>		<u>N.O.</u>	
	(T)	(R)	(T)	(R)	(T)	(R)
O-Oct 27-29, '72	38	38	52	52	10	10
O-Oct 31- Nov 1, '72	34	33	52	54	14	13

NATIONWIDE TELEPHONE SURVEY #6
 Polling Dates: Oct 31-Nov 1, '72
 Respondents: Total - 1,123
 Registered - 971

12. Suppose that before Election Day the war in Vietnam is ended. If this happens, would you be more likely to vote for George McGovern, more likely to vote for Richard Nixon, or wouldn't it make any difference in how you vote?

<u>Polling Date</u>	<u>More Likely McGovern</u>		<u>More Likely Nixon</u>		<u>No Diff</u>		<u>N.O.</u>	
	(T)	(R)	(T)	(R)	(T)	(R)	(T)	(R)
O-Oct 13-15, '72	17	17	31	31	42	42	10	10
O-Oct 20-22, '72	22	21	27	27	44	45	7	7
O-Oct 27-29, '72	9	10	16	14	71	72	4	4
O-Oct 31- Nov 1, '72	9	10	14	13	73	73	4	4

13. Do you think George McGovern or Richard Nixon would do the better job of keeping corruption and influence peddling out of the Federal Government over the next four years?

<u>Polling Date</u>	<u>McGovern</u>		<u>Nixon</u>		<u>N.O.</u>	
	(T)	(R)	(T)	(R)	(T)	(R)
O-Oct 6- 8, '72	21	21	41	42	38	37
O-Oct 20-22, '72	21	21	41	42	38	37
O-Oct 27-29, '72	25	26	41	41	34	33
O-Oct 31- Nov 1, '72	24	24	42	44	34	32

NATIONWIDE TELEPHONE SURVEY #6
 Polling Dates: Oct 31-Nov 1, '72
 Respondents: Total - 1,123
 Registered - 971

14. It has been charged recently that the Republican Campaign Committee has been carrying out espionage and sabotage efforts to discredit the Democratic candidates and disrupt their campaigns. Do you think this charge is true or not?

<u>Polling Date</u>	<u>True</u>		<u>False</u>		<u>N.O.</u>	
	(T)	(R)	(T)	(R)	(T)	(R)
O-Oct 13-15, '72	32	33	40	39	28	28
O-Oct 20-22, '72	26	27	44	45	30	28
O-Oct 27-29, '72	34	35	42	42	24	23
O-Oct 31- Nov 1, '72	34	36	36	36	30	28

15. If it is proven that the charges against the President's re-election committee are true, will this make you less likely to vote for President Nixon or won't it have any effect on your vote?

<u>Polling Date</u>	<u>Less Likely</u>		<u>No Effect</u>		<u>N.O.</u>	
	(T)	(R)	(T)	(R)	(T)	(R)
O-Oct 13-15, '72	21	21	68	69	11	10
O-Oct 31- Nov 1, '72	22	21	70	71	8	8

NATIONWIDE TELEPHONE SURVEY #6
 Polling Dates: Oct 31-Nov 1, '72
 Respondents: Total - 1,123
 Registered - 971

16. Senator McGovern has charged that the Nixon Administration is one of the most corrupt in history. Some people have said that this is simply a political charge by a desperate politician who is far behind. Others agree with him and think President Nixon needs to answer and explain these charges. Which side do you agree with?

<u>Polling Date</u>	<u>Political Charge</u>		<u>PN Should Answer</u>		<u>N.O.</u>	
	(T)	(R)	(T)	(R)	(T)	(R)
O-Oct 6- 8, '72	51	53	29	29	20	18
O-Oct 20-22, '72	49	48	25	27	26	25
O-Oct 27-29, '72	45	46	33	34	22	20
O-Oct 31- Nov 1, '72	42	44	34	33	24	23

DEMOGRAPHICS

NIXON - MC GOVERN TRIAL HEAT

A. 0-OCT 27-29
 B. 0-OCT 20-22
 C. 0-OCT 13-15
 D. 0-OCT 6-8

Registered Voters

	DIF	NIXON				MC GOVERN					UNDECIDED					
		A	B	C	D	DIF	A	B	C	D	DIF	A	B	C	D	
TOTAL PUBLIC	-7	4	55	59	60	59	3	31	28	28	25	1	14	13	12	16
MEN	-8	4	56	60	65	62	4	32	28	26	24	0	12	12	9	14
WOMEN	-10	6	52	58	56	56	4	32	28	30	27	2	16	14	14	17
18-20 YEARS OF AGE	21	40	61	56	44	26	55	29	39	43	5	5	10	5	13	
21-29 YEARS	-5	2	54	56	53	58	3	39	36	43	34	1	7	8	4	8
30-49 YEARS	-17	7	53	60	62	60	7	33	26	25	24	0	14	14	13	16
50 YEARS AND OVER	-2	2	57	59	61	61	2	25	27	24	20	4	18	14	15	19
18-24 YEARS	-23	10	47	57	49	49	13	48	35	46	41	3	5	8	5	10
8TH GRADE OR LESS	-11	9	48	57	51	53	2	30	28	35	25	7	22	15	14	22
HIGH SCHOOL INCOMPLETE	-14	4	52	48	62	58	3	35	32	23	22	7	13	20	15	20
HIGH SCHOOL GRADUATE	-7	6	57	63	63	61	6	30	24	26	25	0	13	13	11	14
SOME COLLEGE	-1	2	59	61	62	62	1	32	33	30	27	3	9	6	8	11
UNION FAMILIES	-17	8	43	51	49	55	9	42	33	38	28	1	15	16	13	17
NONUNION FAMILIES	-1	1	61	62	65	61	0	26	26	24	24	1	13	12	11	15
WHITE	-1	3	61	64	66	63	2	26	24	24	21	1	13	12	10	16
NONWHITE	-22	10	15	25	26	31	12	67	55	57	53	2	18	20	17	16
PROTESTANT	-2	2	61	63	65	64	0	25	25	23	22	2	14	12	12	14
CATHOLIC	-11	6	50	56	55	61	5	34	29	34	22	1	16	15	11	17
JEWISH	-4	2	40	42	59	32	2	52	50	41	37	0	8	8	0	31
UNDER \$5,000 INCOME	-14	9	46	55	47	47	5	34	29	31	32	4	20	16	22	21
\$5,000 - \$15,000	-10	7	52	59	62	58	3	35	32	31	28	4	13	9	7	14
OVER \$15,000	+1	3	66	63	66	75	2	27	25	27	13	5	7	12	7	12
REGISTERED	4	55	59	60	59	0	3	31	28	28	25	1	14	13	12	16
NOT REGISTERED	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
REPUBLICAN	-1	0	90	90	94	90	1	6	5	3	3	1	4	5	3	7
DEMOCRAT	-9	4	33	37	40	42	5	52	47	49	41	1	15	16	11	17
INDEPENDENT	-2	1	60	61	61	64	1	27	26	26	23	0	13	13	13	13
LEAN REPUBLICAN	-9	5	90	95	85	92	4	5	1	6	3	1	5	4	9	5
LEAN DEMOCRAT	-6	6	33	27	27	28	0	55	55	62	62	6	12	18	11	10
OTHER INDEPENDENTS	-10	7	50	57	52	50	3	21	18	13	13	4	29	25	35	37
CONSERVATIVE	+4	1	71	70	84	76	3	18	21	11	13	2	11	9	5	11
LIBERAL	-12	12	34	46	39	42	9	53	44	53	46	3	13	10	8	12
IN BETWEEN	-1	0	57	60	58	58	1	29	28	27	25	1	14	15	13	17
LEAN CONSERVATIVE	-13	0	71	71	70	69	3	20	17	20	15	3	9	12	10	16
LEAN LIBERAL	-1	1	43	42	47	44	6	42	48	41	44	5	15	10	12	12
OTHER IN BETWEEN	-20	10	44	54	54	57	10	33	23	23	17	0	23	23	25	26
NIXON VOTERS	-7	4	79	83	87	85	3	12	9	9	7	1	9	8	4	8
HUMPHREY VOTERS	-6	3	21	24	24	25	3	63	60	60	52	0	16	16	16	23
WALLACE VOTERS	+10	5	61	56	63	61	5	27	32	18	25	0	12	12	19	14
NONVOTERS	-12	12	45	57	49	43	13	43	30	37	44	1	12	13	14	13
EAST	-8	4	53	57	66	57	4	34	30	25	26	0	13	13	9	17
MIDWEST	-9	9	48	57	54	55	9	36	27	32	29	0	16	16	14	16
SOUTH	-18	5	60	65	64	67	3	25	22	25	20	2	15	13	11	13
WEST	+15	6	58	52	55	57	9	30	39	32	25	3	12	9	13	18

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NIXON-Mc GOVERN DEMOGRAPHICS

	H-8/10-9/11	H-9/10-11/12	H-9/10-11/12	C-10/11-12/13	C-10/11-12/13	O-10/11-12/13	O-10/11-12/13	H-8/10-9/11	H-9/10-11/12	H-9/10-11/12	C-10/11-12/13	C-10/11-12/13	O-10/11-12/13	O-10/11-12/13	H-8/10-9/11	H-9/10-11/12	H-9/10-11/12	C-10/11-12/13	C-10/11-12/13	O-10/11-12/13	O-10/11-12/13	H-8/10-9/11	H-9/10-11/12	H-9/10-11/12	C-10/11-12/13	C-10/11-12/13	O-10/11-12/13	O-10/11-12/13
<u>NATIONAL</u>	63	62	59	61	59	59	55	29	32	31	33	36	28	31	8	6	10	6	5	13	14							
<u>SEX</u>																												
Male	63	61	58	58	56	60	56	29	33	32	36	37	28	32	8	6	10	6	7	12	12							
Female	63	64	59	58	62	58	52	29	31	30	30	35	28	32	8	6	11	6	3	14	16							
<u>AGE</u>																												
18-24	47	52	44	52	55	57	47	47	44	50	46	43	35	48	6	4	6	2	2	8	5							
25-49	59		50	64	57	60	53	34		41	29	35	26	33	7		9	6	8	14	14							
50+	65	61	61	62	63	59	57	26	29	25	31	33	27	25	9	10	14	7	4	14	18							
<u>EDUCATION</u>																												
8th Grade	56	56	52	51	52	57	48	36	38	34	41	40	28	30	8	7	14	8	8	15	22							
High School	66	67	60	65	61	63	57	26	26	29	30	34	24	30	8	7	11	5	5	13	13							
College	63	66	59	61	60	61	59	31	32	33	35	37	33	32	6	3	8	4	3	6	9							
<u>UNION</u>	56	56	55	52		51	43	34	39	34	42		33	42	10	5	11	6		16	15							
<u>RACE</u>																												
White	67	67	64	67	64	64	61	25	26	26	28	31	24	26	8	7	10	5	5	12	13							
Black	22	25	13	10	21	25	15	67	74	75	82	75	55	67	11	2	12	8	4	20	18							
<u>RELIGION</u>																												
Catholic	62	63	58	52	59	56	50	27	31	31	40	37	29	34	11	6	11	8	4	15	16							
Protestant	74	66	71	70	63	63	61	20	29	20	26	33	25	25	6	5	9	4	4	12	14							
Jewish	49	32	37			42	40	43	56	39			50	52	8	15	24			8	8							
<u>INCOME</u>																												
Under \$5,000	56	58	53			55	46	36	35	37			29	34	8	8	10			16	20							
\$5-9,999	58	59	54			59	52	32	35	33			32	35	10	6	13			9	13							
\$10-14,999	70	65	64					23	29	27					7	6	9											
\$15,000 +	71	72	66			63	66	24	25	27			25	27	5	4	7			12	7							
<u>POLITICS</u>																												
Republican	93		89	95	93	90	90	5		7	4	7	5	6	2		4	1	*	5	4							
Democrat	43		41	32	33	37	33	47		48	61	61	47	52	10		11	7	6	16	15							
<u>REGION</u>																												
East	60	61	56		57	57	53	34	30	34		38	30	34	6	9	10		5	13	13							
Midwest	64	58	53		57	57	48	29	38	34		40	27	36	7	4	13		3	16	16							
South	70	67	70	70	66	65	60	19	27	22	24	29	22	25	11	7	8	6	5	13	15							
West	58	60	59		55	52	58	34	35	32		35	39	30	8	4	9		10	9	12							

* Less than 1%

NIXON- GOVERN DEMOGRAPHICS

	<i>H-8/83-9/11</i>	<i>H-9/85-10/9</i>	<i>H-9/10-2/11</i>	<i>G-9/23-2/5</i>	<i>G-10/13-1/8</i>	<i>O-10/20-2/22</i>	<i>H-8/83-9/11</i>	<i>H-9/85-10/9</i>	<i>H-9/10-2/11</i>	<i>G-9/23-2/5</i>	<i>G-10/13-1/8</i>	<i>O-10/20-2/22</i>	<i>H-8/83-9/11</i>	<i>H-9/85-10/9</i>	<i>H-9/10-2/11</i>	<i>G-9/23-2/5</i>	<i>G-10/13-1/8</i>	<i>O-10/20-2/22</i>
<u>NATIONAL</u>	63	62	59	61	59	59	29	32	31	33	36	28	8	6	10	6	5	13
<u>SEX</u>																		
Male	63	61	58	58	56	60	29	33	32	36	37	28	8	6	10	6	7	12
Female	63	64	59	58	62	58	29	31	30	30	35	28	8	6	11	6	3	14
<u>AGE</u>																		
18-24	47	52	44	52	55	57	47	44	50	46	43	35	6	4	6	2	2	8
25-49	59		50	64	57	60	34		41	29	35	26	7		9	6	8	14
50+	65	61	61	62	63	59	26	29	25	31	33	27	9	10	14	7	4	14
<u>EDUCATION</u>																		
8th Grade	56	56	52	51	52	57	36	38	34	41	40	28	8	7	14	8	8	15
High School	66	67	60	65	61	63	26	26	29	30	34	24	8	7	11	5	5	13
College	63	66	59	61	60	61	31	32	33	35	37	33	6	3	8	4	3	6
<u>UNION</u>	56	56	55	52		51	34	39	34	42		33	10	5	11	6		16
<u>RACE</u>																		
White	67	67	64	67	64	64	25	26	26	28	31	24	8	7	10	5	5	12
Black	22	25	13	10	21	25	67	74	75	82	75	55	11	2	12	8	4	20
<u>RELIGION</u>																		
Catholic	62	63	58	52	59	56	27	31	31	40	37	29	11	6	11	8	4	15
Protestant	74	66	71	70	63	63	20	29	20	26	33	25	6	5	9	4	4	12
Jewish	49	32	37			42	43	56	39			50	8	15	24			8
<u>INCOME</u>																		
Under \$5,000	56	58	53			55	36	35	37			29	8	8	10			16
\$5-9,999	58	59	54				32	35	33				10	6	13			9
\$10-14,999	70	65	64			59	23	29	27			32	7	6	9			
\$15,000 +	71	72	66			63	24	25	27			25	5	4	7			12
<u>POLITICS</u>																		
Republican	93		89	95	93	90	5		7	4	7	5	2		4	1	*	5
Democrat	43		41	32	33	37	47		48	61	61	47	10		11	7	6	16
<u>REGION</u>																		
East	60	61	56		57	57	34	30	34		38	30	6	9	10			13
Midwest	64	58	53		57	57	29	38	34		40	27	7	4	13			16
South	70	67	70	70	66	65	19	27	22	24	29	22	11	7	8	6	5	13
West	58	60	59		55	52	34	35	32		35	39	8	4	9		10	9

* Less than 1%

NIXON-McGOVERN TRIAL HEAT

- A. O-Oct 13-15
- B. O-Oct 6- 8
- C. O-Sep 29-Oct 1

Registered Voters Only

	<u>NIXON</u>			<u>McGOVERN</u>			<u>UNDECIDED</u>		
	A	B	C	A	B	C	A	B	C
TOTAL PUBLIC	60	59	59	28	25	28	12	16	13
Men	65	62	65	26	24	25	9	14	10
Women	56	56	53	30	27	32	14	17	15
18-20	56	44	56	39	43	40	5	13	4
21-29	53	58	60	43	34	34	4	8	6
30-49	62	60	63	25	24	22	13	16	15
50+	61	61	57	24	20	30	15	19	13
18-24	49	49	55	46	41	40	5	10	5
8th gr or less	51	53	56	35	25	29	14	22	15
High school inc	62	58	55	23	22	34	15	20	11
High school grad	63	61	61	26	25	24	11	14	15
Some college	62	62	63	30	27	30	8	11	7
Union families	49	55	58	38	28	31	13	17	11
Non-Union Families	65	61	60	24	24	27	11	15	13
White	66	63	64	24	21	25	10	16	11
Non-White	26	31	24	57	53	52	17	16	24
Protestant	65	64	66	23	22	20	12	14	14
Catholic	55	61	52	34	22	37	11	17	11
Jewish	59	32	32	41	37	51	0	31	17
Under \$5,000	47	47	44	31	32	44	22	21	12
\$5-15,000	62	58	64	31	28	23	7	14	13
\$15,000 +	66	75	67	27	13	28	7	12	5
Republican	94	90	91	3	3	4	3	7	5
Democrat	40	42	37	49	41	47	11	17	16
Independent	61	64	63	26	23	26	13	13	11
Lean Rep	85	92	89	6	3	7	9	5	4
Lean Dem	27	28	34	62	62	58	11	10	8
Other Inds	52	50	55	13	13	17	35	37	28
Conservative	84	76	79	11	13	15	5	11	6
Liberal	39	42	30	53	46	60	8	12	10
In Between	60	58	60	27	25	26	13	17	14
Lean Cons	70	69	68	20	15	20	10	16	12
Lean Lib	47	44	50	41	44	39	12	12	11
Other In Bet	54	57	56	23	17	22	23	26	22
Nixon Voters	87	85	81	9	7	12	4	8	7
Humphrey Voters	24	25	27	60	52	57	16	23	16
Wallace Voters	63	61	59	18	25	16	19	14	25
Nonvoters	49	43	56	37	44	35	14	13	9
East	66	57	52	25	26	36	9	17	12
Midwest	54	55	58	32	29	30	14	16	12
South	64	67	69	25	20	17	11	13	14
West	55	57	54	32	25	33	13	18	13

DO YOU APPROVE OR DISAPPROVE OF THE WAY RICHARD NIXON IS HANDLING HIS JOB AS PRESIDENT?

- A. O-Oct 13-15
 B. O-Oct 6- 8
 C. O-Sep 29-Oct 1

	<u>Approve</u>			<u>Disapprove</u>			<u>No Opinion</u>		
	A	B	C	A	B	C	A	B	C
TOTAL PUBLIC	60	58	62	28	28	27	12	14	11
Men	60	62	65	30	27	27	10	11	8
Women	59	55	60	27	29	27	14	16	13
18-20	51	54	60	38	34	26	11	12	14
21-29	48	52	61	38	35	31	14	13	8
30-49	64	63	63	24	23	25	12	14	12
50+	63	57	63	25	28	27	12	15	10
18-24	47	51	57	41	39	30	12	10	13
8th gr or less	57	51	57	27	31	26	16	18	17
High school inc	55	60	66	30	24	24	15	16	10
High school grad	65	62	65	26	26	28	9	12	7
Some college	59	58	62	30	31	28	11	11	10
Union families	53	54	59	36	32	32	11	14	9
Non-Union families	63	60	64	25	26	25	13	14	11
White	63	62	65	25	25	25	12	13	10
Non-White	39	31	45	49	47	39	12	22	16
Protestant	65	63	69	26	25	21	11	12	10
Catholic	57	60	56	29	27	32	14	13	12
Jewish	41	29	39	47	50	45	12	21	16
Under \$5,000	56	52	54	31	36	32	13	12	14
\$5-15,000	60	56	65	29	29	27	11	15	8
\$15,000 +	65	70	65	27	20	24	8	10	11
Registered	60	58	65	27	29	26	13	13	9
Not Registered	59	59	51	32	23	31	9	18	18
Republican	92	87	90	4	7	6	4	6	4
Democrat	43	42	45	45	42	43	12	16	12
Independent	60	59	66	28	28	23	12	13	11
Lean Rep	79	83	85	9	9	9	12	8	6
Lean Dem	36	27	41	51	62	42	13	11	17
Other Inds	51	54	59	23	21	20	26	25	21
Conservative	81	70	74	13	19	17	6	11	9
Liberal	38	43	35	52	46	54	10	11	11
In Between	62	59	65	25	28	25	13	13	10
Lean Cons	72	69	77	21	21	18	7	10	5
Lean Lib	46	43	55	37	44	35	17	13	10
Other in Bet	55	57	61	23	19	22	22	24	17
Nixon Voters	80	79	86	12	12	9	8	9	5
Humphrey Voters	32	28	34	52	52	55	16	20	11
Wallace Voters	76	62	56	21	34	32	3	4	12
Nonvoters	52	48	54	36	37	31	12	15	15
st	58	57	60	29	30	30	13	13	10
Midwest	54	56	58	30	29	30	16	15	12
South	67	62	69	23	25	19	10	13	12
West	57	56	62	33	29	32	10	15	6

QUESTION 4 & 5
NIXON-MCGOVERN TRIAL HEAT

69072

AUGUST 29-31, 1972 974 INTERVIEWS

SEPT 29 - OCT 1, 1972 980 INTERVIEWS

	PERCENTAGE BASE		TOTAL NIXON		TOTAL MCGOVERN		UNDECIDED		
	UNWTD	WTD							
TOTAL PUBLIC	974	10651	63	57	-6	28	29	+1	9
MEN	484	5042	65	61	-4	28	26	-2	7
WOMEN	490	5609	62	54	-8	26	30	+4	12
18-20 YEARS OF AGE	52	847	66	55	-11	33	36	+3	1
21-29 YEARS	218	1952	57	57		36	36		7
30-49 YEARS	402	3815	64	63	-1	26	20	-6	10
50 YEARS AND OVER	293	3893	64	64		24	31	+7	12
18-24 YEARS	154	1649	61	54	-7	37	36		2
8TH GRADE OR LESS	91	2457	51	53	+2	29	28		20
HIGH SCHOOL INCOMPLETE	120	1846	60	51	-9	32	37		8
HIGH SCHOOL GRADUATE	338	3787	68	59	-9	25	25		7
SOME COLLEGE	415	2444	68	64	-4	26	29		6
UNION FAMILIES	269	3147	59	55	-4	28	32		13
NONUNION FAMILIES	705	7504	65	58	-7	27	27		8
WHITE	841	9362	68	62	-6	23	25		9
NONWHITE	126	1248	24	25	+1	61	54		15
PROTESTANT	579	5428	70	64	-6	22	22		8
CATHOLIC	219	2586	60	50	-10	26	39	+13	14
JEWISH	31	297	37	35	-2	54	44	-10	9
UNDER \$5,000 INCOME	130	2084	51	44	-7	41	43	+2	8
\$5,000 - \$15,000	510	5551	65	61	-4	25	25		10
OVER \$15,000	236	1814	71	67	-4	24	27	+3	5
NOW REGISTERED	844	8970	64	59			28		9
WILL REGISTER	89	1146	63						3
REGISTERED OR WILL REGISTER	933	10066	63			29			8
WON'T REGISTER	41	585	53	49		10	29		29
NOT REGISTERED									
REPUBLICAN	225	2468	96	90	-6	2	6	+4	2
DEMOCRAT	344	3937	41	35	-6	48	48		11
INDEPENDENT	308	3198	68	63	-5	22	25	+3	10
LEAN REPUBLICAN	169	1774	95	85	-10	3	2		2
LEAN DEMOCRAT	103	1088	27	36	+9	62	54		11
OTHER INDEPENDENTS	85	930	53	54	+1	13	14		34
CONSERVATIVE	228	2372	83	79	-4	11	15		6
LIBERAL	181	1622	45	28	-17	44	62	+18	11
IN BETWEEN	468	5148	63	58	-5	29	25	-4	8
LEAN CONSERVATIVE	235	2624	70	67	-3	21	21		9
LEAN LIBERAL	159	1712	51	51		42	37		7
OTHER IN BETWEEN	171	2321	56	53	-3	30	22		14
NIXON VOTERS	339	4081	89	80	-9	7	12		4
MURPHY VOTERS	210	2187	36	27	-9	52	57		12
WALLACE VOTERS	60	759	65	59	-6	26	15		9
NONVOTERS	250	2911	52	52		37	33		11
EAST	246	2712	58	54	-4	33	36	+3	9
MIDWEST	283	2982	63	54	-9	27	30	+3	10
SOUTH	307	3201	67	67		24	19	-5	9
WEST	138	1756	61	51	-10	28	33	+5	11

OPINION RESEARCH CORPORATION

0005

drops:

women	-8	+4	12
18-20	-11	+3	14
over 50	-10	+7	17
High schol	-9	+5	14
Catholic	-10	+13	23
liberal	-17	+18	35
Midwest	-9	+3	12
West	-10	+5	15

gains

21-29	=	=	=
30-49	-1	-6	5
8th grade	+2	-1	3
blacks	+1	-7	8
Jewish	-2	-10	8
South	=	-5	5

NIXON-MC GOVERN TRIAL HEAT

	UNWTD		WTD		8/29-31		9/29-31		10/1-3		4.		5.				
	974	980	1065	1049	59	50	-9	4	7	23	26	+3	5	3		9	14
TOTAL PUBLIC	974	980	1065	1049	59	50	-9	4	7	23	26	+3	5	3	9	14	100
MEN	484	469	504	521	59	57	-2	6	4	24	24	+6	4	2	7	13	100
WOMEN	490	511	561	528	59	44	-15	3	10	21	27	+6	5	3	12	16	100
18-20 YEARS OF AGE	52	45	85	80	59	46	-13	7	9	32	33	+1	1	3	1	9	100
21-29 YEARS	218	209	195	193	54	49	-5	3	8	32	34	+2	4	3	7	7	100
30-49 YEARS	402	375	382	370	60	54	-6	4	5	23	17	-6	3	3	10	17	100
50 YEARS AND OVER	293	346	388	401	59	49	-10	5	9	17	28	+11	7	3	12	15	100
18-24 YEARS	154	121	165	147	56	45	-11	5	9	33	34	+1	4	2	2	10	100
8TH GRADE OR LESS	91	114	246	227	45	45	0	6	8	22	27	+5	7	1	20	19	100
HIGH SCHOOL INCOMPLETE	120	116	185	188	57	42	-15	3	7	27	31	+4	5	6	8	12	100
HIGH SCHOOL GRADUATE	338	346	379	393	65	52	-13	3	5	21	22	+1	4	3	7	16	100
SOME COLLEGE	415	393	244	229	64	59	-5	4	4	23	27	+4	3	2	6	7	100
UNION FAMILIES	269	269	315	322	52	47	-5	7	8	22	28	+6	6	4	13	13	100
NONUNION FAMILIES	705	711	750	727	62	52	-10	3	6	23	25	+2	4	2	8	15	100
WHITE	841	849	936	905	64	55	-9	4	6	18	22	+4	5	3	9	13	100
NONWHITE	126	118	125	130	18	19	+1	6	6	56	53	-3	5	1	15	21	100
PROTESTANT	579	562	643	601	65	56	-9	5	8	17	19	+2	5	3	8	14	100
CATHOLIC	219	239	251	267	55	45	-10	5	5	23	36	+13	3	3	14	11	100
JEWISH	31	38	30	30	37	33	-4	0	2	52	44	-8	2	0	9	21	100
UNDER \$5,000 INCOME	130	143	208	193	48	33	-15	3	11	31	40	+9	10	3	8	13	100
\$5,000 - \$15,000	510	482	555	529	60	55	-5	5	6	21	22	+1	4	2	10	15	100
OVER \$15,000	236	254	181	206	67	61	-6	4	6	20	23	+3	4	4	5	6	100
NOT REGISTERED	844	842	892	874	60	52	-8	7	7	23	26	+3	4	2	9	13	100
WILL REGISTER	89		115		56			4		29			5		3		100
REGISTERED OR WILL REGISTER	933		1007		59			4		24			5		8		100
WON'T REGISTER	41		59		49			4		9			9		29		100
NOT REGISTERED		135		172		41			8		25			4		22	100
REPUBLICAN	243	225	247	250	93	86	-7	7	4	1	5		1	1	2	4	100
DEMOCRAT	359	344	394	407	34	28	-6	3	7	39	44	+5	9	4	11	17	100
INDEPENDENT	287	308	320	298	65	53	-12	3	10	18	23	+5	4	2	10	12	100
LEAN REPUBLICAN	134	169	177	143	92	78	-14	3	7	3	7		0	2	2	6	100
LEAN DEMOCRAT	97	103	109	99	25	29	+4	2	7	53	50	-3	9	4	11	10	100
OTHER INDEPENDENTS	110	85	93	113	49	42	-7	4	12	12	12		1	2	34	32	100
CONSERVATIVE	216	228	237	211	77	69	-8	6	10	9	14	+5	2	1	6	6	100
LIBERAL	176	181	162	157	40	25	-15	5	3	38	38	+0	6	4	11	10	100
IN BETWEEN	476	468	515	534	59	51	-8	4	7	23	22	-1	6	3	8	17	100
LEAN CONSERVATIVE	220	235	262	246	66	60	-6	4	7	17	17		4	4	9	12	100
LEAN LIBERAL	142	159	171	151	49	43	-6	2	8	32	34	+2	10	3	7	12	100
OTHER IN BETWEEN	226	171	232	284	52	46	-6	4	7	27	19		3	3	14	25	100
NIXON VOTERS	425	389	408	431	85	73	-12	4	7	5	10		2	2	4	8	100
HUMPHREY VOTERS	233	210	219	235	31	21	-10	5	6	43	53	+10	9	4	12	16	100
WALLACE VOTERS	61	60	76	65	58	54	-4	7	5	21	15		5	0	9	28	100
NONVOTERS	208	250	291	260	49	44	-5	3	8	32	29		5	4	11	15	100
EAST	254	246	271	258	55	52	-3	3	2	28	35	+7	5	1	9	10	100
MIDWEST	266	283	248	234	58	46	-12	5	8	23	26	+3	4	4	10	16	100
SOUTH	300	307	320	337	65	57	-8	2	10	21	18	-3	3	1	9	14	100
WEST	160	138	176	170	53	43	-10	8	8	20	27	+7	8	6	11	16	100

OPINION RESEARCH CORPORATION
0002

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drops: women -15 +6 21 gains: 30-49 -6 -6 =
 18-20 -13 +1 14 5th grade = +5 -5
 50+ -10 +11 21 Catholics +1 -3 4
 high school -15 +4 19 jewish -4 -8 12
 non Union 70 +2 12
 Catholic -10 +13 23
 under 5 -15 +9 24
 Ind. -12 +5 17
 liberal -15 +20 35
 Midwest -12 +3 15
 West -10 +7 17

B-1

	<u>Nixon</u>	<u>McGovern</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	62 (+10)	32 (0)	6 (-10)	1011
<u>Age</u>				
18-24 years	52 (+10)	44 (-6)	4 (-4)	158
25-34 years	64 (+18)	33 (-7)	3 (-11)	198
35-44 years	58 (-1)	36 (+10)	6 (-9)	178
45-54 years	66 (+21)	27 (-1)	7 (-20)	150
55-64 years	61 (+4)	29 (-3)	10 (-1)	144
65 years +	68 (+5)	25 (+8)	6 (-14)	183
<u>Education</u>				
Less than high school	56 (+8)	38 (+9)	7 (-16)	285
High school graduate	67 (+11)	26 (-5)	7 (-6)	359
College	66 (+14)	32 (-5)	3 (-8)	364
<u>Religion</u>				
Catholic	63 (+15)	31 (-3)	6 (-12)	272
Protestant	66 (+9)	29 (+1)	5 (-10)	608
Jewish	32 (+7)	56 (+10)	15 (-14)	31
Other	49 (+13)	44 (-7)	7 (-6)	82
<u>Race</u>				
White	67 (+11)	26 (-2)	7 (-9)	870
Black	25 (+1)	74 (+9)	2 (-9)	106
Spanish American	50 (+42)	42 (-16)	8 (-26)	16
<u>Union</u>				
Yes	56 (+13)	39 (-1)	5 (-12)	321
No	66 (+8)	29 (+2)	6 (-9)	660
<u>Income</u>				
Under \$5,000	58 (+15)	35 (+3)	8 (-17)	180
\$5,000-9,999	59 (+13)	35 (-4)	6 (-9)	327
\$10,000-14,999	65 (+12)	29 (-2)	6 (-10)	223
\$15,000 +	72 (+12)	25 (-5)	4 (-6)	202
<u>Sex</u>				
Male	61 (+5)	33 (+5)	6 (-10)	501
Female	64 (+17)	31 (-5)	6 (-11)	510
<u>Geographic (Political)</u>				
East	61 (+10)	30 (-6)	9 (-4)	250
Midwest	58 (+11)	38 (+2)	4 (-13)	282
South	67 (+9)	27 (+3)	7 (-11)	331
West	60 (+14)	35 (-2)	4 (-13)	148
<u>Special Ballot</u>				
Definitely Nixon	99	1	0	424
Probably Nixon	99	0	1	122
Undecided/Lean to				
Nixon	90	2	8	61
Completely Undecided	38	23	40	55
Undecided/Lean to				
McGovern	1	94	5	57
Probably McGovern	4	93	3	79
Definitely McGovern	4	96	0	175

HARRIS SURVEY
September 22, 1972

	8/2 - 8/3		8/28 - 9/1			9/19 - 9/21		
	N	McG	N	McG	NS	N	McG	NS
Nationwide	57	23 34	63	34 29	8 +11	59	28 31	10 -6
East	58	25 33	60	26 34	6 +1	56	22 34	10 -4
Midwest	53	27 36	64	35 29	7 +8	53	19 34	13 -16
South	65	38 27	70	51 19	11 +13	70	48 22	8 -3
West	55	16 39	58	24 34	8 +8	59	27 32	9 +3
Deep South	68	26	68	20	12	71	19	10
Border States	62	29	69	22	9	66	26	8
Cities	50	42	53	39	8	43	44	13
Suburbs	57	33	68	25	7	64	26	10
Towns	62	31	67	24	9	66	26	8
Rural	62	28	68	24	8	68	22	10
18-24 year olds			47	= 47	6	44	-6 50	6
25-49 year olds			59	25 34	7	50	9 41	9
18-29 year olds	53	43	52	42	6	47	45	8
30-49 year olds	58	34	68	25	7	63	29	8
50+	59	28	65	26	9	61	36 25	14
8th Grade	52	36	56	36	8	52	34	14
High School	58	31	66	26	8	60	29	11
College	58	37	63	31	6	59	33	8
Union	49	40	56	34	10	55	34	11
Men	58	33	63	29	8	58	32	10
Women	56	35	63	29	8	59	30	11
White	62	29	67	25	8	64	26	10
Black	16	77	22	67	11	13	75	12
Under \$5,000	52	39	56	36	8	53	37	10
\$5,000-\$9,900	55	35	58	32	10	54	33	13
\$10,000-\$14,900	58	31	70	23	7	64	27	9
\$15,000+	65	30	71	24	5	66	27	7
Republicans	87	10	93	5	2	89	7	4
Democrats	38	53	43	47	10	41	48	11
Independents	60	25	68	22	10	66	26	12
White Catholics	55	33	62	27	11	58	31	11
WASP	68	24	74	20	6	71	20	9
Jewish	46	44	49	43	8	37	39	24
Irish			59	31	10	54	33	13
Italian			65	25	10	52	31	17

N -- Nixon
McG -- McGovern
NS -- Not Sure

October 25, 1972

1972 ELECTORAL VOTE FORECAST

ESTIMATED NIXON PERCENTAGE	ELECTORAL VOTE TOTALS	STATES	
66.1 and over	119	(9) Alabama ✓ (17) Florida ✓ (12) Georgia ✓ ↑ (7) Kansas ✓ (9) Kentucky X ↓ (10) Louisiana ✓	(7) Mississippi ✓ (5) Nebraska ✓ (13) North Carolina ✓ (8) South Carolina ✓ (10) Tennessee ✓ (12) Virginia ✓
61.1 - 66.0	51	↓ (6) Arizona ✓ (6) Arkansas X ↑ ↓ (4) Idaho ✓ ↑ (13) Indiana X ↑ (4) New Hampshire ✓	↓ (3) North Dakota ✓ (8) Oklahoma X ↑ ↓ (4) Utah X ↑ (3) Vermont ✓
56.1 - 61.0	192	↓ (7) Colorado X ↑ (8) Connecticut ✓ ↓ (3) Delaware ✓ (26) Illinois ✓ (8) Iowa ✓ (4) Maine ✓ (10) Maryland X ↑ ↑ (10) Minnesota X ↓ ↑ (12) Missouri X ↑	↓ (4) Montana ✓ (3) Nevada X ↑ ↓ (4) New Mexico X ↑ (25) Ohio ✓ ↓ (6) Oregon X ↓ (27) Pennsylvania ✓ ↓ (26) Texas X ↑ ↑ (6) West Virginia X ↑ ↓ (3) Wyoming X ↑
51.1 - 56.0	127	↓ (3) Alaska X ↑↑↑ (45) California ✓ (21) Michigan X ↑	↓ (17) New Jersey X ↑↑ (41) New York X ↑
Less than 51	49	(3) District of Columbia ✓ ↓ (4) Hawaii X ↑↑↑ (14) Massachusetts ✓	(4) Rhode Island X ↑ (4) South Dakota X ↑ ↓ (9) Washington X ↑↑ (11) Wisconsin X ↑

↑ = State has moved up since October 12 classification

↓ = State has moved down since October 12 classification

Opinion Research Corporation
Princeton, New Jersey

ELECTORAL VOTE FORECAST AS OF OCTOBER 25, 1972

	NIXON		McGOVERN
SAFE	(9) Alabama (6) Arizona (6) Arkansas (17) Florida (12) Georgia (4) Idaho (13) Indiana (7) Kansas (9) Kentucky (10) Louisiana (7) Mississippi	(5) Nebraska (4) New Hampshire (13) North Carolina (3) North Dakota (8) Oklahoma (8) South Carolina (10) Tennessee (4) Utah (3) Vermont (12) Virginia (170)	
FAIRLY SAFE	(7) Colorado (8) Connecticut (3) Delaware (26) Illinois (8) Iowa (4) Maine (10) Maryland (10) Minnesota (12) Missouri	(4) Montana (3) Nevada (4) New Mexico (25) Ohio (6) Oregon (27) Pennsylvania (26) Texas (6) West Virginia (3) Wyoming (192)	(3) District of Columbia ✓ (3)
CLOSE	(3) Alaska (45) California (4) Hawaii (21) Michigan	(17) New Jersey (41) New York (9) Washington (140)	(14) Massachusetts ✓ (4) Rhode Island X (4) South Dakota X (11) Wisconsin X (33)
TOTALS		502	36

Opinion Research Corporation
Princeton, New Jersey

<u>Sure Nixon</u>		<u>Probable Nixon</u>	<u>Lean Nixon</u>	<u>Toss Up</u>	<u>Prob. McGovern</u>	<u>Lean McGovern</u>	<u>Sure McGovern</u>
Alabama	9	California 45	Hawaii 4	NONE	NONE	Mass. 14	D.C. 3
Alaska	3	Conn. 8	Michigan 21				
Arizona	6	Illinois 26	Minnesota 10				
Arkansas	6	New Jersey 17	Oregon 6				
Colorado	7	New York 41	S. Dakota 4				
Delaware	3		Washington 9				
Florida	17		W. Virginia 6				
Georgia	12		Wisconsin 11				
Idaho	4		Rhd. Island 4				
Indiana	13						
Iowa	8						
Kansas	7						
Kentucky	9						
Louisiana	10						
Maine	4						
Maryland	10						
Mississippi	7						
Missouri	12						
Montana	4						
Nebraska	5						
Nevada	3						
New Hamp.	4						
New Mexico	4						
N. Carolina	13						
N. Dakota	3						
Ohio	25						
Oklahoma	8						
Penna.	27						
S. Carolina	8						
Tennessee	10						
Texas	26						
Utah	4						
Vermont	3						
Virginia	12						
Wyoming	3						
Electoral Vote							
Total	309	137	75			14	3

WHSF: SMOF
H. R. HALDEMAN

THE WHITE HOUSE
WASHINGTON

Date _____

TO: H. R. HALDEMAN

FROM: L. HIGBY

69 LBJ plurality = 15,949,707

LBJ = 43,126,506

BG = 27,176,799

voting = 70,303,305

72 # voting = 77,200,000
best estimate

MEMORANDUM FOR: MR. H. R. HALDEMAN

FROM: R M. TEETER

The results of the CBS election day survey by demographic groups are:

	<u>Nixon</u>	<u>McGovern</u>	<u>Other</u>
Whites	66	32	2
Blacks	19	80	1
18-24 year olds	48	50	2
Males	63	35	2
Females	60	38	2
Blue Collar Workers	57	40	3
White Collar Workers	66	33	1
Union Households	51	46	3
Catholics	56	43	1
1968 Humphrey Voters	21	77	2
Democrats	37	62	1
Wallace Voters	75	22	3

PRESIDENTIAL TABLE BY UPI 2:09 P.M. EST

STATE	PCTS	NIXON-O/O	MCGOVERN-O/O	SCHMITZ-O/O	ELEC TREND		
					GOP	DEM	AIP
ALA	91	684,051-76-E	210,584-23	12,257-1	9	0	0
ALASKA	72	41,809-59-E	24,362-34	5,354-7	3	0	0
ARIZ	96	375,888-65-E	184,615-32	20,144-3	6	0	0
ARK	96	426,060-70-E	190,404-30		6	0	0
CALIF	99	4,502,130-55-E	3,471,712-43	227,845-2	45	0	0
COLO	96	563,688-63-E	316,865-36	16,507-1	7	0	0
CONN	95	767,830-60-E	509,544-39	22,020-1	8	0	0
DEL	100	139,796-60-E	91,907-39	2,615-1	3	0	0
DC	100	29,697-21	109,974-79-E		0	3	0
FLA	100	1,752,230-72-E	690,546-28		17	0	0
GEO	87	763,026-75-E	256,796-25		12	0	0
HAW	100	167,414-63-E	100,617-37		4	0	0
IDA	94	181,313-65-E	74,863-26	26,064-9	4	0	0
ILL	97	2,742,106-60-E	1,860,397-40		26	0	0
IND	100	1,397,748-67-E	703,202-33		13	0	0
IOWA	99	701,466-58-E	492,372-41	21,655-1	8	0	0
KANS	99	604,842-68-E	264,557-30	20,796-2	7	0	0
KY	100	670,937-64-E	369,082-35	17,175-1	9	0	0
LA	92	701,455-66-E	314,309-30	52,533-4	10	0	0
MAINE	99	251,287-61-E	160,833-39		4	0	0
MAR	100	795,358-62-E	486,195-37	18,483-1	10	0	0
MASS	100	1,104,310-45	1,323,843-55-E		0	14	0
MICH	93	1,845,361-57-E	1,381,232-42	59,346-1	21	0	0
MINN	97	855,599-52-E	772,981-47	29,880-1	10	0	0
MISSI	99	498,876-79-E	125,945-20	11,650-1	7	0	0
MO	99	1,125,256-63-E	678,660-37		12	0	0
MONT	98	176,958-58-E	115,905-38	13,143-4	4	0	0
NEBR	100	383,332-71-E	162,365-29		5	0	0
NEV	98	114,339-64-E	64,801-36		3	0	0
NHAMP	99	212,212-65-E	115,474-34	3,322-1	4	0	0
NJER	97	1,765,791-63-E	1,055,183-37	23,464-0	17	0	0
NMEX	98	230,699-62-E	137,800-36	8,623-2	4	0	0
NYORK	99	4,151,415-60-E	2,884,812-40		41	0	0
NCAR	99	1,060,713-70-E	435,332-29	24,512-1	13	0	0
NDAK	90	159,390-63-E	91,162-36	4,984-1	3	0	0
OHIO	96	2,360,644-60-E	1,523,126-39	75,837-1	25	0	0
OKLA	100	745,910-74-E	243,338-24	22,888-2	8	0	0
ORE	100	483,229-53-E	390,867-42	46,104-5	6	0	0
PENN	100	2,703,975-60-E	1,788,034-39	67,255-1	27	0	0
RI	100	208,482-53-E	184,999-47		4	0	0
SOCAR	97	464,007-71-E	186,910-28	9,869-1	8	0	0
SODAK	98	160,258-54-E	138,709-46		4	0	0
TENN	100	812,484-68-E	355,817-30	30,256-2	10	0	0
TEX	89	2,019,680-67-E	1,032,160-33		26	0	0
UTAH	99	315,195-68-E	122,466-26	28,187-6	4	0	0
VT	97	113,916-63-E	66,419-37		3	0	0
VIR	99	976,335-69-E	436,067-30	19,107-1	12	0	0
WASH	93	673,028-57-E	471,218-39	48,499-4	9	0	0
WVA	94	452,009-64-E	261,859-36		6	0	0
WIS	100	986,751-54-E	805,726-44	47,456-2	11	0	0
WYO	99	100,222-70-E	44,261-30		3	0	0
TOTAL		45,520,507-61	28,281,207-38	1,037,830-1	521	17	0
SPOCK PEOPLES PTY-73,037-0 TOTAL ALL STATES,ELECTORAL TREND-NONE							

GOVERNORS TABLE BY UPI 2:08 P.M. EST
0/0 OF

STATE	PCTS	REPUBLICAN-0/0	DEMOCRAT-0/0	OTHERS-0/0	OTHERS-0/0
ARK	96	BLAYLOCK 145,305-24	BUMPERS-I-E 454,342-76		
DEL	100	PETERSON-I 109,348-48	TRIBBITT -E 116,689-52	LYNDALL 1,604-0	
ILL	98	OGILVIE-I 2,252,121-49	WALKER -E 2,313,546-51		
IND	100	BOWEN -E 1,193,631-57	WELSH 893,348-43	HURLEY 6,142-0	CAMPBELL 4,735-0
IOWA	99	RAY-I-E 701,996-59	FRNZNBURG 484,872-40	DILLEY 14,824-1	
KANS	99	KAY 331,501-37	DOCKING-I-E 557,831-63		
MO	99	BOND -E 1,001,165-56	DOWD 815,708-44		
MONT	98	SMITH 140,543-45	JUDGE -E 166,080-55		
NHAMP	99	THOMSON -E 133,990-42	CROWLEY 124,140-39	MCLANE 62,829-19	
NCAR	99	HOLSHOR -E 755,880-52	BOWLES 716,578-48	PETTYJHN 8,093-0	
NDAK	90	LARSEN 125,828-49	LINK -E 130,740-51		
RI	100	DESIMONE 182,943-46	NOEL -E 208,360-54		
SODAK	99	THOMPSON 119,273-39	KNEIP-I-E 179,232-61		
TEX	89	GROVER 1,365,785-45	BRISCOE -E 1,435,443-49	MUNIZ 187,601-6	
UTAH	99	STRIKE 141,416-30	RAMPTON-I-E 323,692-70		
VT	99	HACKETT 79,431-43	SALMON -E 101,281-56	SANDERS 2,094-1	
WASH	93	EVANS-I-E 599,458-54	ROSELINI 524,474-46		
WVA	94	MOORE-I-E 396,601-55	ROCKFELR 329,397-45		

(I INDICATES INCUMBENT)
(E INDICATES ELECTED)

GOVERNORS TABLE BY UPI 9:15 A.M. EST

STATE	PCTS	REPUBLICAN-0/0	DEMOCRAT-0/0	OTHERS-0/0	OTHERS-0/0
ARK	88	BLAYLOCK	BUMPERS-I-E		
		138,023-24	432,161-76		
- DEL	100	PETERSON-I	TRIBBITT -E	LYNDALL	
		109,348-48	116,689-52	1,604-0	
- ILL	94	OGILVIE-I	WALKER -E		
		2,129,659-49	2,206,399-51		
IND	99	BOWEN -E	WELSH	HURLEY	CAMPBELL
		1,183,275-57	886,616-43	5,710-0	4,642-0
IOWA	99	RAY-I-E	FRNZNRG	DILLEY	
		699,499-59	482,938-40	14,236-1	
KANS	93	KAY	DOCKING-I-E		
		299,022-37	502,490-63		
+ MO	97	BOND -E	DOWD		
		944,860-55	775,572-45		
MONT	93	SMITH	JUDGE -E		
		127,291-45	153,473-55		
NHAMP	98	THOMSON -E	CROWLEY	MCLANE	
		132,383-42	123,345-39	61,928-19	
+ NCAR	95	HOLSHOSR -E	BOWLES	PETTYJHN	
		725,626-52	681,648-48	8,345-0	
NDAK	82	LARSEN	LINK -E		
		112,453-48	118,268-52		
RI	100	DESIMONE	NOEL -E		
		185,146-47	208,523-53		
SODAK	93	THOMPSON	KNEIP-I-E		
		104,516-40	156,970-60		
TEX	86	GROVER	BRISCOE -E	MUNIZ	
		1,278,391-47	1,328,645-48	164,322-5	
UTAH	98	STRIKE	RAMPTON-I-E		
		141,161-30	320,682-70		
- VT	99	HACKETT	SALMON -E	SANDERS	
		78,637-43	99,053-56	2,003-1	
WASH	89	EVANS-I-E	ROSELINI		
		574,743-54	501,069-46		
WVA	90	MOORE-I-E	ROCKFELR		
		383,935-55	323,596-45		

(I INDICATES INCUMBENT)
(E INDICATES ELECTED)

STATE	PCTS	REPUBLICAN-0/0	DEMOCRAT-0/0	OTHERS-0/0	OTHERS-0/0
ALA	87	BLOUNT 311,229-33	SPARKMAN-I-E 613,131-65	STONE 6,503-0	LEFLORE 27,516-2
ALASKA	72	STEVENS-I-E 55,700-78	GUESS 16,326-22		
ARK	88	BABBITT 212,359-38	MCCLELAN-I-E 340,219-62		
COLO	94	ALLOTT-I 416,207-48	HASKELL -E 429,598-51	SALAZAR 12,211-1	13M 3
DEL	100	BOGGS-I 112,542-49	BIDEN -E 115,528-51	MAJKA 817-0	3M 2
GEO	79	F THOMPS 405,343-44	NUNN -E 498,473-56		
IDA	98	MCCLURE -E 156,701-53	DAVIS 137,755-45	STODDARD 6,639-2	
ILL	94	PERCY-I-E 2,636,854-63	PUCINSKI 1,600,187-37		
IOWA	99	MILLER-I 522,482-45	CLARK -E 647,390-55	ROCAP 8,439-0	125M 10
KANS	01	PEARSON-I-E 538,581-73	TETZLAFF 173,230-23	MILLER 34,050-4	
KY	100	NUNN 490,435-48	HUDDLSTN -E 524,033-51	BREEDEN 8,528-1	BARTLEY 5,760-0 34M 3
LA	96	TOLEDANO 193,243-19	JOHNSTON -E 558,473-55	LYONS 29,127-2	MCKEITHN 236,418-24
MAINE	97	SMITH-I 189,036-46	HATHAWAY -E 214,702-54		25M 8
MASS	96	BROOKE-I-E 1,438,369-65	DRONEY 784,915-35		
MICH	85	GRIFFIN-I-E 1,499,322-52	KELLEY 1,361,785-48	DILLINGR 19,964-0	HALPERT 16,262-0
MINN	93	HANSEN 668,883-43	MONDALE-I-E 887,371-57		
MISSI	94	CARMICHL 231,436-39	EASTLAND-I-E 342,977-58	WALKER 14,014-2	MCKINLEY 5,758-1
MONT	92	HIBBARD 132,085-47	METCALF-I-E 144,171-53		
NEBR	99	CURTIS-I-E 280,714-53	CARPENIR 254,315-47		+ 26M 6
NHAMP	98	POWELL 137,458-43	MCINTYRE-I-E 181,247-57		44M 14
NJER	96	CASE-I-E 1,609,743-63	KREBS 921,183-36	FREUND 28,357-1	
NMEX	97	DOMENICI -E 198,997-54	DANIELS 170,117-46		+ 28M 8
NCAR	97	HELMS -E 762,119-55	GALIFNKs 647,488-45		+ 115M 10
OKLA	98	BARTLETT -E 494,572-52	EDMONDSN 461,130-48	ROACH 6,133-0	+ 33M 4
ORE	98	HATFIELD-I-E 469,623-54	MORSE 403,631-46		
RI	100	CHAFEE 179,957-45	PELL-I-E 211,865-55		32M 10
SOCAR	95	THURMOND-I-E 414,615-64	ZEIGLER 240,581-36		
SODAK	93	HIRSCH 111,962-43	ABOUREZK -E 147,503-57		36M 14
TENN	100	H BAKER-I-E 713,871-62	BLANTON 440,835-38		
TEX	86	TOWER-I-E 1,489,664-54	SANDERS 1,246,533-45	AMAYA 53,883-1	
VIR	99	SCOTT -E 721,812-52	SPONG-I 638,636-46	HENDERSN 33,779-2	93M 6
WVA	90	LEONARD 225,052-33	RANDOLPH-I-E 444,703-67		
WYO	99	HANSEN-I-E 100,097-72	VINICH 40,547-28		

(I INDICATES INCUMBENT)
(E INDICATES ELECTED)

STATE	EV	PREVIOUS			POLL	PRED	PROJECTION		
		60	64	68			ABC	NBC	CBS
VA	9	42	70	14	62-18-20				
ALAS	3	51	34	45					
ARIZ	6	56	50	55	62-23-14				
ARK	6	43	43	31	62-18-20				
CALIF	45	50	41	48	51-39-10				
COLO	7	55	38	51	58-21-21				
CONN	8	46	32	44	57-31-12				
DEL	3	49	39	45	55-20-25				
FLA	17	52	49	41					
GA	12	37	54	30	66-17-16				
HAW	4	50	21	39	66-17-17				
IDA	4	54	49	57	66-16-18				
ILL	26	50	41	48	55-32-13				
IND	13	55	44	50	65-26-9				
IOW	8	57	38	53	58-33-8				
KANS	7	60	45	55					
KY	9	54	36	44	59-26-15				
LA	10	29	57	24	68-17-14				
ME	4	57	31	43	64-17-19				
MD	10	46	35	42	58-30-12				
MASS	14	40	23	33	39-49-12				
MICH	21	49	33	42	49-42-9				
MINN	10	49	36	42	56-39-5				
MISS	7	25	87	14					
MO	12	50	36	45	56-32-12				
MT	4	51	41	51	54-24-22				

STATE	EV	PREVIOUS			POLL	PRED	PROJECTION	
		60	64	68			AIC	NBC
RP	5	62	47	60	73-21-6			
NEV	3	49	41	48	49-33-18			
N.H.	4	53	36	52	66-21-13			
N.J.	17	49	34	46	58-33-9			
N.M.	4	49	40	52	60-24-16			
N.Y.	41	47	31	44	62-38			
N.C.	13	48	44	40	61-18-22			
N.D.	3	55	42	56				
OHIO	25	53	37	45	54-34-12			
OKLA	8	59	44	48	64-15-21			
ORE	6	53	36	50	50-35-15			
PENN	27	49	35	44	58-31-12			
R.I.	4	36	19	31	53-35-10			
S.C.	8	49	59	38				
S.D.	4	58	44	53	58-26-16			
TENN	10	53	45	38				
TEX	26	49	37	40	63-22-16			
UTAH	4	55	45	57	70-20-10			
VT	3	59	34	53				
VA	12	51	46	43				
WASH	9	51	37	45	51-31-18			
W.VA.	6	47	32	41	65-25-10			
WISC	11	52	38	48	46-38-16			
WYO	3	55	44	56	64-13-23			
D.C.	3		15	18				

STATE	EV	PREVIOUS			POLL	PRED	PROJECTION		
		60	64	68			ABC	NBC	CBS
A	9	42	70	14	62-18-20				
ALAS	3	51	34	45					
ARIZ	6	56	50	55	62-23-14				
ARK	6	43	43	31	52-18-20				
CALIF	45	50	41	48	51-39-10				
COLO	7	55	38	51	58-21-21				
CONN	8	46	32	44	57-31-12				
DEL	3	49	39	45	55-20-25				
FLA	17	52	49	41					
GA	12	37	54	30	66-17-16				
HAW	4	50	21	39	66-17-17				
IDA	4	54	49	57	66-16-18				
ILL	26	50	41	48	55-32-13				
I. J.	13	55	44	50	65-26-9				
IOW	8	57	38	53	58-33-8				
KANS	7	60	45	55					
KY	9	54	36	44	59-26-15				
LA	10	29	57	24	68-17-14				
ME	4	57	31	43	64-17-19				
MD	10	46	35	42	58-30-12				
MASS	14	40	23	33	39-49-12				
MICH	21	49	33	42	49-42-9				
MINN	10	49	36	42	56-39-5				
MISS	7	25	87	14					
MO	12	50	36	45	56-32-12				
M T	4	51	41	51	54-24-22				

STATE	EV	PREVIOUS			POLL	PRED	PROJECTION		
		60	64	68			ABC	NBC	CBS
SP	5	62	47	60	73-21-6				
NEV	3	49	41	48	49-33-18				
N.H.	4	53	36	52	66-21-13				
N.J.	17	42	34	46	59-33-9				
N.M.	4	49	40	52	60-24-16				
N.Y.	41	47	31	44	62-38				
N.C.	13	48	44	40	61-18-22				
N.D.	3	55	42	56					
OHIO	25	53	37	45	54-34-12				
OKLA	8	59	44	48	64-15-21				
ORE	6	53	36	50	50-35-15				
PENN	27	49	35	44	58-31-12				
P.L.	4	36	19	31	53-35-10				
S.C.	8	49	50	38					
S.D.	4	58	44	52	58-26-16				
TENN	10	53	45	38					
TEX	26	49	37	40	63-22-16				
UTAH	4	55	45	57	70-20-10				
VT	3	59	34	53					
VA	12	52	46	43					
WASH	9	51	37	45	51-31-18				
W.VA.	6	47	32	41	65-25-10				
WISC	11	52	38	48	46-38-16				
WYO	3	55	44	56	64-13-23				
D.C.	3		15	18					

STATE	LV	PREVIOUS			POLL	PRED	PROJECTION		
		60	64	68			ABC	NBC	CBS
A	9	42	70	14	62-18-20				
ALAS	3	51	34	45					
ARIZ	6	56	50	55	62-23-14				
ARK	6	43	43	31	62-18-20				
CALIF	45	50	41	48	51-39-10				
COLO	7	55	38	51	58-21-21				
CONN	8	46	32	44	57-31-12				
DEL	3	49	39	45	55-20-25				
FLA	17	52	49	41					
GA	12	37	54	30	66-17-16				
HAW	4	50	21	39	66-17-17				
IDA	4	54	49	57	66-16-18				
ILL	26	50	41	48	55-32-13				
IND	13	55	44	50	65-26-9				
IOW	8	57	38	53	58-33-8				
KANS	7	60	45	55					
KY	9	54	36	44	59-26-15				
LA	10	29	57	24	68-17-14				
ME	4	57	31	43	64-17-19				
MD	10	46	35	42	58-30-12				
MASS	14	40	23	33	39-49-12				
MICH	21	49	33	42	49-42-9				
MINN	10	49	36	42	56-39-5				
MISS	7	25	37	14					
MO	12	50	36	45	56-32-12				
NE	4	51	41	51	54-24-22				

STATE	EV	PREVIOUS			POLL	PRED	PROJECTION		
		60	64	68			ABC	NBC	CBS
BR	5	62	47	60	73-21-6				
NEV	3	49	41	48	49-33-18				
N.H.	4	53	36	52	66-21-13				
N.J.	17	42	34	46	52-33-9				
N.M.	4	49	40	52	60-24-16				
N.Y.	41	47	31	44	62-38				
N.C.	13	48	44	40	61-18-22				
N.D.	3	55	42	56					
OHIO	25	53	37	45	54-34-12				
OKLA	8	59	44	48	64-15-21				
ORE	6	53	36	50	50-35-15				
PENN	27	49	35	44	58-31-12				
R.I.	4	36	19	31	53-35-10				
S.C.	8	49	59	38					
S.D.	4	58	44	53	58-26-16				
TENN	10	53	45	38					
TEX	26	49	37	40	63-22-16				
UTAH	4	55	45	57	70-20-10				
VT	3	59	34	53					
VA	12	51	46	43					
WASH	9	51	37	45	51-31-18				
W.VA.	6	47	32	41	65-25-10				
WISC	11	52	38	48	46-38-16				
WYO	3	55	44	56	64-13-23				
D.C.	3		15	18					

STATE	EV	PREVIOUS			POLL	PRED	PROJECTION		
		60	64	68			ABC	NBC	CBS
AL	9	42	70	14	62-18-20				
ALAS	3	51	34	45					
ARIZ	6	56	50	55	62-23-14				
ARK	6	43	43	31	62-18-20				
CALIF	45	50	41	48	51-39-10				
COLO	7	55	38	51	58-21-21				
CONN	8	46	32	44	57-31-12				
DEL	3	49	39	45	55-20-25				
FLA	17	52	49	41					
GA	12	37	54	30	66-17-16				
HAW	4	50	21	39	66-17-17				
IDA	4	54	49	57	66-16-18				
ILL	26	50	41	48	55-32-13				
IND	13	55	44	50	65-26-9				
IOW	8	57	38	53	58-33-8				
KANS	7	60	45	55					
KY	9	54	36	44	59-26-15				
LA	10	29	57	24	68-17-14				
ME	4	57	31	43	64-17-19				
MD	10	46	35	42	58-30-12				
MASS	14	40	23	33	39-49-12				
MICH	21	49	33	42	49-42-9				
MINN	10	49	36	42	56-39-5				
MISS	7	25	87	14					
MO	12	50	36	45	56-32-12				
NE	4	51	41	51	54-24-22				

STATE	EV	PREVIOUS			POLL	PRED	PROJECTION		
		60	64	68			ABC	NBC	CBS
RP	5	62	47	60	73-21-6				
NEV	3	49	41	48	49-33-18				
N.H.	4	53	36	52	66-21-13				
N.J.	17	49	34	46	58-33-9				
N.M.	4	49	40	52	60-24-16				
N.Y.	41	47	31	44	62-38				
N.C.	13	48	44	40	61-18-22				
N.D.	3	55	42	56					
OHIO	25	53	37	45	54-34-12				
OKLA	8	59	44	48	64-15-21				
ORE	6	53	36	50	50-35-15				
PENN	27	49	35	44	58-31-12				
R.I.	4	36	19	31	53-35-10				
S.C.	8	49	59	38					
S.D.	4	58	44	53	58-26-16				
TENN	10	53	45	38					
TEX	26	49	37	40	63-22-16				
UTAH	4	55	45	57	70-20-10				
VT	3	59	34	53					
VA	12	51	46	43					
WASH	9	51	37	45	51-31-18				
W.VA.	6	47	32	41	65-25-10				
WISC	11	52	38	48	46-38-16				
WYO	3	55	44	56	64-13-23				
D.C.	3		15	18					

STATE	EV	PREVIOUS			POLL	PRED	PROJECTION		
		60	64	68			ABC	NBC	CBS
A	9	42	70	14	62-18-20				
ALAS	3	51	34	45					
ARIZ	6	56	50	55	62-23-14				
ARK	6	43	43	31	62-18-20				
CALIF	45	50	41	48	51-39-10				
COLO	7	55	38	51	58-21-21				
CONN	8	46	32	44	57-31-12				
DEL	3	49	39	45	55-20-25				
FLA	17	52	49	41					
GA	12	37	54	30	66-17-16				
HAW	4	50	21	39	66-17-17				
IDA	4	54	49	57	66-16-18				
ILL	26	50	41	48	55-32-13				
IND	13	55	44	50	65-26-9				
IOW	8	57	38	53	58-33-8				
KANS	7	60	45	55					
KY	9	54	36	44	59-26-15				
LA	10	29	57	24	68-17-14				
ME	4	57	31	43	64-17-19				
MD	10	46	35	42	58-30-12				
MASS	14	40	23	33	39-49-12				
MICH	21	49	33	42	49-42-9				
MINN	10	49	36	42	56-39-5				
MISS	7	25	87	14					
MO	12	50	36	45	56-32-12				
M T	4	51	41	51	54-24-22				

STATE	EV	PREVIOUS			POLL	PRED	PROJECTION		
		60	64	68			ABC	NBC	CBS
DE	5	62	47	60	73-21-6				
NEV	3	49	41	48	49-33-18				
N.H.	4	53	36	52	66-21-13				
N.J.	17	49	34	46	58-33-9				
N.M.	4	49	40	52	60-24-16				
N.Y.	41	47	31	44	62-38				
N.C.	13	48	44	40	61-18-22				
N.D.	3	55	42	56					
OHIO	25	53	37	45	54-34-12				
OKLA	8	59	44	48	64-15-21				
ORE	6	53	36	50	50-35-15				
PENN	27	49	35	44	58-31-12				
R.I.	4	36	19	31	53-35-10				
S.C.	8	49	59	38					
S.D.	4	58	44	53	58-26-16				
TENN	10	53	45	38					
TEX	26	49	37	40	63-22-16				
UTAH	4	55	45	57	70-20-10				
VT	3	59	34	53					
VA	12	5	46	43					
WASH	9	51	37	45	51-31-18				
W.VA.	6	47	32	41	65-25-10				
WISC	11	52	38	48	46-38-16				
WYO	3	55	44	56	64-13-23				
D.C.	3		15	18					

STATE	EV	PREVIOUS			POLL	PRED	PROJECTION		
		60	64	68			ABC	NBC	CBS
ALA	9	42	70	14	62-18-20		-	✓	
ALAS	3	51	34	45					
ARIZ	6	56	50	55	62-23-14		63	63	
ARK	6	43	43	31	62-18-20		65	✓	
CALIF	45	50	41	48	51-39-10		54	54	
COLO	7	55	38	51	58-21-21		68	67	
CONN	8	46	32	44	57-31-12		✓	60	
DEL	3	49	39	45	55-20-25		58	✓	
FLA	17	52	49	41			69	✓	
GA	12	37	54	30	66-17-16		77	✓	
HAW	4	50	21	39	66-17-17			58	
IDA	4	54	49	57	66-16-18		66	✓	
ILL	26	50	41	48	55-32-13		✓	62	
IND	13	55	44	50	65-26-9		64	67	
IOW	8	57	38	53	58-33-8		62	✓	
KANS	7	60	45	55			63	69	
KY	9	54	36	44	59-26-15		61	65	
LA	10	29	57	24	68-17-14		64	✓	
ME	4	57	31	43	64-17-19		✓	✓	
MD	10	46	35	42	58-30-12		62	✓	
MASS	14	40	23	33	39-49-12		X	46	
MICH	21	49	33	42	49-42-9		58	✓	
MINN	10	49	36	42	56-39-5	52		52	
MISS	7	25	87	14			✓	77	
MO	12	50	36	45	56-32-12		59	62	
MONT	4	51	41	51	54-24-22		56	✓	

STATE	EV	PREVIOUS			POLL	PRED	ABC	PROJECTION	
		60	64	68				NBC	CBS
NEBR	5	62	47	60	73-21-6		62	✓	
NEV	3	49	41	48	49-33-18		62	62	
N.H.	4	53	36	52	66-21-13		✓	✓	
N.J.	17	49	34	46	58-33-9		56	62	
N.M.	4	49	40	52	60-24-16		✓	64	
N.Y.	41	47	31	44	62-38		61	59	
N.C.	13	48	44	40	61-18-22		✓	73	
N.D.	3	55	42	56			64		
OHIO	25	53	37	45	54-34-12		58	60	
OKLA	8	59	44	48	64-15-21		✓	78	
ORE	6	53	36	50	50-35-15		58	55	
PENN	27	49	35	44	58-31-12		67	62	
R.I.	4	36	19	31	53-35-10		✓	55	
S.C.	8	49	59	38			72	✓	
S.D.	4	58	44	53	58-26-16			✓	
TENN	10	53	45	38			68	71	
TEX	26	49	37	40	63-22-16		73	69	
UTAH	4	55	45	57	70-20-10		66	75	
VT	3	59	34	53			✓	70	
VA	12	52	46	43			68	70	
WASH	9	51	37	45	51-31-18		57	59	
W.VA.	6	47	32	41	65-25-10		58	✓	
WISC	11	52	38	48	46-38-16		59	56	
WYO	3	55	44	56	64-13-23		65	✓	
D.C.	3		15	18			X	X	

