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COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

February 18, 1972

~~CONFIDENTIAL/EYES ONLY~~

FOR YOUR PERSONAL USE ONLY

MEMORANDUM FOR: MR. BOB MARIK

FROM: BOB TEETER *grrrr*

SUBJECT: Wisconsin Poll

Attached is a copy of the information which you indicated an interest in having.

I would be happy to answer your questions about this material or provide other necessary information.

~~CONFIDENTIAL/EYES ONLY~~

Determined to be an
Administrative Marking

By SD NARA, Date 12/30/09



B

	<u>Nixon</u>	<u>Muskie</u>	<u>Wallace</u>	<u>Undecided</u>
Total - 100%				
<u>Age</u>				
18-24 years	31%	60%	7%	2%
25-34 years	37	50	8	5
35-44 years	35	51	9	5
45-54 years	45	39	7	9
55-64 years	40	46	3	11
65 years +	45	43	4	8
<u>Education</u>				
Less than high school	28	52	9	11
High school graduate	40	48	7	5
College	47	45	4	4
<u>Religion</u>				
Catholic	29	58	7	6
Protestant	49	39	6	6
Jewish	14	86	0	0
Other	17	58	13	12
<u>Race</u>				
White	40	47	7	6
Negro	3	79	0	18
Oriental	0	50	0	50
Mexican American	75	25	0	0
<u>Union</u>				
Yes	26	60	8	6
No	48	40	5	7
<u>Income</u>				
Under \$5,000	33	54	7	6
\$5,000-9,999	36	51	7	6
\$10,000-14,999	43	44	8	5
\$15,000 +	38	50	5	7
<u>Sex</u>				
Female	41	46	7	6
Male	37	50	6	7
<u>National Origin</u>				
German	39	42	10	9
Scandinavian	56	34	0	10
Other	37	52	6	5



C

RATINGS ON ABILITY
TO HANDLE ISSUES

<u>Issue</u>	<u>Current Voting</u>	<u>Percentage Rating Nixon</u>		<u>Percentage Rating Muskie</u>	
		<u>Positive</u>	<u>Negative</u>	<u>Positive</u>	<u>Negative</u>
Unemployment	Total	47%	52%	44%	12%
	Muskie	32	67	59	9
	Nixon	66	33	27	15
Drugs	Total	49	49	47	10
	Muskie	39	59	62	7
	Nixon	60	37	29	13
Taxes	Total	54	25	45	12
	Muskie	42	58	61	7
	Nixon	75	25	26	16
Unrest	Total	58	41	45	11
	Muskie	45	55	60	8
	Nixon	77	22	28	14
Inflation	Total	63	36	45	11
	Muskie	46	53	61	7
	Nixon	85	14	24	18
Bussing	Total	55	42	45	11
	Muskie	48	50	59	9
	Nixon	64	33	27	14
Crime	Total	61	37	47	10
	Muskie	53	45	61	8
	Nixon	71	27	31	12
Environment	Total	67	31	49	7
	Muskie	57	43	64	4
	Nixon	82	16	33	10
Race	Total	73	26	50	7
	Muskie	61	38	64	5
	Nixon	87	11	34	9
Vietnam	Total	72	27	47	10
	Muskie	63	36	63	5
	Nixon	88	11	28	14
Health Care	Total	74	24	49	8
	Muskie	66	32	65	4
	Nixon	84	14	31	12
Education	Total	78	20	51	6
	Muskie	68	30	64	4
	Nixon	88	10	37	7
Defense	Total	79	19	47	9
	Muskie	70	29	63	4
	Nixon	91	8	30	13



D

PERSONALITY ATTRIBUTES

	<u>Percentage Rating Nixon</u>			<u>Percentage Rating Muskie</u>		
	<u>Muskie Voters</u>	<u>Nixon Voters</u>	<u>Total Voters</u>	<u>Total Voters</u>	<u>Muskie Voters</u>	<u>Nixon Voters</u>
Cold	45%	18%	32%	8%	5%	14%
Neutral	26	20	23	26	22	26
Warm	26	60	41	44	60	29
Inexperienced	16	3	11	13	7	24
Neutral	19	6	13	15	14	11
Experienced	63	89	73	51	67	36
Closed Minded	45	15	32	11	7	20
Neutral	18	18	18	21	21	17
Open Minded	34	62	47	45	59	33
Untrained	13	2	9	9	7	13
Neutral	15	8	12	18	18	14
Trained	69	88	76	51	63	44
Timid	18	11	16	5	5	5
Neutral	22	23	22	25	24	26
Bold	58	65	59	48	52	39
Dishonest	24	6	16	5	5	6
Neutral	29	16	23	19	18	15
Honest	43	77	57	54	63	50
Introverted	28	22	24	11	10	10
Neutral	38	41	39	36	40	34
Extroverted	30	33	32	31	37	27
Dangerous	27	5	18	6	2	9
Neutral	29	18	24	25	24	25
Safe	41	75	55	47	61	36
Uninformed	19	10	15	6	6	5
Neutral	19	9	14	17	14	15
Informed	60	79	68	56	68	49



D (Cont'd.)

	<u>Percentage Rating Nixon</u>			<u>Percentage Rating Muskie</u>		
	<u>Muskie Voters</u>	<u>Nixon Voters</u>	<u>Total Voters</u>	<u>Total Voters</u>	<u>Muskie Voters</u>	<u>Nixon Voters</u>
Meek	18%	14%	17%	8%	7%	9%
Neutral	23	22	23	19	19	16
Aggressive	56	61	56	51	61	46
Unjust	32	5	20	4	2	5
Neutral	26	17	22	23	24	21
Just	39	76	54	51	62	44
Incompetent	25	6	18	5	0	9
Neutral	27	10	19	17	15	17
Competent	45	82	60	56	72	44
Reserved	44	19	34	12	10	18
Neutral	25	25	24	24	26	16
Frank	28	54	38	43	52	36
Lacks humor	38	16	27	9	7	14
Neutral	24	17	20	27	27	24
Sense of humor	36	65	49	42	54	33
Old fashioned	33	19	26	10	13	9
Neutral	28	23	26	24	21	27
Up-to-date	37	56	45	44	54	35
Relaxed	26	38	31	40	49	33
Neutral	23	25	24	27	28	26
Tense	48	34	42	10	10	12
Soft	26	18	23	9	5	18
Neutral	37	32	35	33	38	27
Tough	34	47	39	36	44	25
Liberal	14	19	17	32	38	30
Neutral	32	31	31	32	35	28
Conservative	51	47	48	14	15	12



W.O.P. CI T-301 - 1

STATEWIDE STUDY (1972)

63 MOST IMPORTANT PROBLEMS FACING THE
UNITED STATES AT THE PRESENT TIME

	TOTAL// SAMPLE	DOVT KNOW	VIETNAM ISSUE	SPEC WAR	FDR- RISG POLICY	ECON CNY	MONEY CRISIS	LACK JOB	TAXES- HIGH	GOVERN- MENT SPEND	RACE RELA- TIONS	CRIME INCR EASE	DRUGS
TOTAL	900 100.0	12 1.5	229 26.5	8 1.0	11 1.4	169 21.1	5 .5	61 7.6	46 5.0	17 2.1	19 2.4	22 2.8	32 4.0
REPUBLICAN PRIMARY VOTERS	353 100.0	3 .8	87 24.5	2 .5	6 1.7	82 23.2	2 .5	22 6.2	28 7.9	9 2.5	6 1.7	12 3.4	17 4.8
PAST VOTING													
REPUBLICAN	144 100.0	5 3.5	34 23.6	1 .7	1 .7	32 22.2		7 4.9	10 6.9	5 3.5	2 1.4	8 5.6	8 5.6
TICKET SPLITTERS	223 100.0		53 23.8	3 1.3	7 3.1	48 21.5	3 1.3	16 8.1	13 5.8	6 2.7	2 .9	4 1.8	9 4.0
DEMOCRAT	284 100.0	4 1.4	85 29.9	2 .7	2 .7	56 19.7	1 .4	32 11.3	18 6.3	3 1.1	9 3.2	9 3.2	12 4.2
MARGINAL	149 100.0	3 2.0	57 38.3	2 1.3	1 .7	33 22.1	1 .7	4 2.7	7 4.7	3 2.0	6 4.0	1 .7	3 2.0
GEOGRAPHIC AREA													
MILWAUKEE METRO	261 100.0	11 4.2	71 27.2		5 1.9	51 19.5	1 .4	19 7.3	15 5.1	5 1.9	6 2.3	9 3.4	9 3.4
NON-METRO	539 100.0	9 1.7	159 29.3	8 1.5	6 1.1	118 21.9	1 .2	42 7.8	32 5.9	12 2.2	13 2.4	13 2.4	23 4.3



W.C.P. CI T-002 - 1
 STATEWIDE STUDY (1972)

03 MOST IMPORTANT PROBLEMS FACING THE
 UNITED STATES AT THE PRESENT TIME

TOTAL// SAMPLE	VIETNAM WAR	SPEC ISSUE	FOR- WARD POLICY	ECON POLICY	MONEY CRISIS	LACK OF JOB	TAXES- HIGH	GOVERN- MENT SPEED	RACE TENSION	CRIME INCR	DRUGS	
TOTAL 600 100.0	12 2.0	229 38.2	8 1.3	11 1.8	169 28.2	9 1.5	61 10.2	48 8.0	17 2.8	19 3.2	22 3.7	32 5.3
CURRENT VOTING												
NIXON												
MUSKIE												
WALLACE												
UNDECIDED												
CONSIDER SELF												
REPUBLICAN 192 100.0	3 1.6	48 25.0	4 2.1	2 1.0	47 24.5		10 5.2	14 7.3	5 2.6	3 1.6	7 3.6	8 4.2
DEMOCRAT 341 100.0	4 1.2	105 30.8	4 1.2	5 1.5	68 19.9	3 .9	35 10.6	22 6.5	4 1.2	11 3.2	9 2.6	9 2.6
REPUBLICAN LEANER 52 100.0	2 3.8	18 30.8			9 17.3		3 5.8	2 3.8			1 1.9	2 3.8
DEMOCRATIC LEANER 110 100.0		38 34.5		2 1.8	22 20.0		8 7.3	3 2.7	5 4.5	3 2.7	3 2.7	4 3.6
INDEPENDENT 53 100.0	1 1.9	8 15.1		1 1.9	15 28.3	1 1.9	1 1.9	4 7.5	1 1.9	2 3.8	1 1.9	5 9.4
MARGINAL 52 100.0	2 3.8	14 26.9			8 15.4	1 1.9	3 5.8	3 5.8	2 3.8		1 1.9	4 7.7



N.O.R. CI 7-003 - 1
STATEWIDE STUDY (1972)

63 MOST IMPORTANT PROBLEMS FACING THE
UNITED STATES AT THE PRESENT TIME

	TOTAL// SAMPLE	KNOW	VIETNAM ISSUE	SPEC WAR	FOR- EIC. POLICY	ECON CRISIS	OF JOB	CRISIS OF JOB	LACK HIGH	TAXES- SPEED	GOVERN- MENT SPENDING	RACE TENSION	CRIME INCR PAGE	DRUGS
TOTAL	800 100.0	12 1.5	229 28.6	9 1.1	11 1.4	159 21.1	5 .6	61 7.6	40 6.0	17 2.1	19 2.4	22 2.8	32 4.0	
AGE														
18 - 24	121 100.0	1 .8	45 37.2	2 1.7		29 23.1		4 3.3	5 4.1			8 6.6	3 2.5	4 3.3
25 - 34	191 100.0	1 .6	62 34.3	2 1.1	4 2.2	44 24.3	1 .6	7 3.9	6 3.3	5 2.8	3 1.7	2 1.1	8 4.4	
35 - 44	140 100.0		39 27.9	2 1.4	1 .7	27 19.3	3 2.1	17 12.1	5 3.6	7 5.0	2 1.4	2 1.4	8 5.7	
45 - 54	132 100.0	4 3.0	33 25.0	2 1.5	2 1.5	30 22.7		14 10.6	7 5.3	2 1.5	3 2.3	5 3.8	4 3.0	
55 - 64	95 100.0	2 2.1	22 23.2		2 2.1	20 21.1	1 1.1	8 8.4	10 10.5	1 1.1		2 2.1	5 5.3	
65 AND OVER	131 100.0	4 3.1	23 17.6		2 1.5	20 15.3		11 8.4	15 11.5	2 1.5	3 2.3	6 4.6	3 2.3	
EDUCATION														
LESS THAN HIGH SCHOOL	214 100.0	9 4.2	60 28.0	1 .5	3 1.4	31 14.5	1 .5	19 8.9	21 9.8	7 3.3	4 1.9	7 3.3	10 4.7	
HIGH SCHOOL GRADUATE	359 100.0	2 .6	111 30.9	4 1.1	5 1.4	72 20.1	3 .8	34 9.5	20 5.6	4 1.1	7 1.9	10 2.8	17 4.7	
COLLEGE	224 100.0	1 .4	57 25.4	3 1.3	3 1.3	46 20.5	1 .4	7 3.1	7 3.1	6 2.7	8 3.6	5 2.2	5 2.2	



W.O.P. CI T-104 - 1

STATEWIDE STUDY (1972)

03 MOST IMPORTANT PROBLEMS FACING THE
UNITED STATES AT THE PRESENT TIME

	TOTAL// SAMPLE	VIETNAM CON- FLICT	SPIC - ISSUE	FOR- EIGN POLICY	ECON GROW	MONEY LACK	CRISIS/ JOB	TAXES HIGH	GOVERN- MENT SPEND	RACE RELAT- IONS	CRIME INCR BASE	DRUGS	
TOTAL	600 100.0	12 2.0	229 38.2	8 1.3	11 1.8	169 28.2	5 .8	61 10.2	48 8.0	17 2.8	19 3.2	22 3.7	32 5.3
RELIGION													
CATHOLIC	317 100.0	4 1.3	94 29.7	2 .6	6 1.9	39 21.3	2 .6	28 8.8	21 6.6	5 1.6	7 2.2	5 1.6	15 4.7
PROTESTANT	422 100.0	7 1.7	122 28.9	6 1.4	4 .9	36 20.4	2 .5	30 7.1	23 5.5	10 2.4	11 2.6	14 3.3	17 4.0
JEWISH	7 100.0		3 42.9					1 14.3	1 14.3				
OTHER	52 100.0		10 19.2		1 1.9	14 26.9	1 1.9	2 3.8	3 5.6	1 1.9	1 1.9	3 5.8	
SEX													
MALE	399 100.0	9 2.3	84 21.1	8 2.0	6 2.0	120 25.1	3 .8	37 9.3	30 7.5	12 3.0	8 2.0	12 3.0	7 1.8
FEMALE	401 100.0	3 .7	145 36.2		3 .7	69 17.2	2 .5	24 6.0	18 4.5	5 1.2	11 2.7	10 2.5	25 6.2



5244

M.C.P. CI T-005 - 1

STATEWIDE STUDY (1972)

Q3 MOST IMPORTANT PROBLEMS FACING THE
UNITED STATES AT THE PRESENT TIME

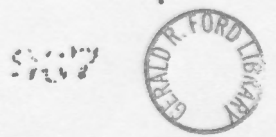
	TOTAL// SAMPLE	SOVIET KNOW	VIETNAM ISSUE	SPEC WAR	FDR- POLICY	ECON. CITY	MONEY CRISIS	LACK OF JOBS	TAXES- HIGH	GOVERN- MENT SPEND	RACE TENSIONS	CRIME INCR	DRUGS
TOTAL	300 100.0	12 1.5	229 26.6	8 1.0	11 1.4	169 21.1	5 .6	61 7.6	49 6.0	17 2.1	19 2.4	22 2.8	32 4.0
RACE													
WHITE	769 100.0	11 1.4	217 26.6	8 1.1	11 1.4	167 22.0	5 .7	54 7.1	46 6.1	17 2.2	13 1.7	17 2.2	32 4.2
NEGRO	23 100.0	1 3.0	10 30.3			1 3.0		7 21.2			8 18.2	5 15.2	
ORIENTAL	2 100.0		1 50.0										
MEXICAN-AMERICAN	4 100.0		1 25.0			1 25.0			1 25.0				
UNION HOUSEHOLD													
UNION MEMBER	352 100.0	4 1.1	103 29.3	3 .9	8 2.3	72 20.5	3 .9	29 8.2	25 7.1	13 2.8	12 3.4	9 2.6	11 3.1
NON-UNION MEMBER	418 100.0	7 1.7	119 28.5	5 1.2	3 .7	94 22.5	2 .5	30 7.2	20 4.8	7 1.7	6 1.4	10 2.4	19 4.5

505



M.O.R. C1 T-067 - 1
 STATEWIDE STUDY (1972)
 02 CONT. MOST IMPORTANT PROBLEMS
 FACING THE U.S. AT THE PRESENT TIME

	TOTAL/SOCIAL SAMPLE	UNEMP 100.0	MORAL DECAY	POV ERTY	HOUS ING	CITY DECAY	ECC LOGY	EDUCA TION	BUS SING	HEALTH CARE	ROADS	POLIT ALLEN ATION	FARM PROB
TOTAL	800 100.0	13 1.6	10 1.3	41 5.1		3 .4	28 3.5	4 .5		2 .3	1 .1	13 1.6	1 .1
REPUBLICAN PRIMARY VOTERS	353 100.0	5 1.4	10 2.6	22 6.2	1 .3	1 .3	11 3.1			2 .6		1 .3	1 .3
PAST VOTING													
REPUBLICAN	144 100.0	1 .7	5 3.5	4 2.8		1 .7	7 4.9					2 1.4	
TICKET SPLITTERS	223 100.0	4 1.8	3 1.3	16 7.2			12 5.4			1 .4	1 .4	5 2.2	1 .4
DEMOCRAT	284 100.0	3 1.1	1 .4	17 6.0		1 .4	6 2.1	3 1.1				5 1.8	
MARGINAL	149 100.0	5 3.4	1 .7	4 2.7		1 .7	3 2.0	1 .7		1 .7		1 .7	
GEOGRAPHIC AREA													
MILWAUKEE METRO	261 100.0	6 2.3	3 1.1	16 5.4		1 .4	11 4.2	2 .8		1 .4		5 1.9	
NON-METRO	539 100.0	7 1.3	7 1.3	27 5.0		2 .4	17 3.2	2 .4		1 .2	1 .2	8 1.5	1 .2



M.O.R. CI T-COM - 1

STATEWIDE STUDY (1972)

C3 CONT. MOST IMPORTANT PROBLEMS

FACING THE U.S. AT THE PRESENT TIME

	TOTAL/SOCIAL SAMPLE	UNEMP 13	MORAL DECAY 10	POV CITY 41	HOUS ING 3	CITY DECAY 3	ECO LOGY 26	EDUCA TION 4	BUS SING .5	HEALTH CARE .2	ROADS .1	POLIT ALIEN ATION 13	FARM PROB 1
TOTAL	800 100.0	1.6	1.3	5.1	.4	3.5	.5	.3	.1	1.6	.1	.1	.1
CURRENT VOTING													
NIXON													
MUSKIE													
WALLACE													
UNDECIDED													
CONSIDER SELF													
REPUBLICAN	192 100.0	2 1.0	7 3.6	9 4.7	1 .5	8 4.2						1 .5	
DEMOCRAT	341 100.0	4 1.2		20 5.9		10 2.9	2 .6					4 1.2	1 .3
REPUBLICAN LEANER	52 100.0	1 1.9	3 5.8	3 5.8	1 1.9	2 3.8	1 1.9					2 3.8	
DEMOCRATIC LEANER	110 100.0	2 1.8		3 2.7		3 2.7	1 .9			2 1.8	1 .9	3 2.7	
INDEPENDENT	33 100.0			4 7.5	1 1.9	3 5.7						2 3.8	
MARGINAL	52 100.0	4 7.7		2 3.8		2 3.8						1 1.9	

800



M.O.R. C1 T-004 - 1

STATEWIDE STUDY (1972)

C3 CONT. MOST IMPORTANT PROBLEMS

FACING THE U.S. AT THE PRESENT TIME

	TOTAL/SOCIAL SAMPLE	UNEMP 13	MORAL DECAY -10	POV CITY 41	INFL DECAY 3	CITY DECAY .4	ECON LOSS 28	EDUCA TION .5	BUS SING 4	HEALTH CARE 2	ROADS .1	POLIT ALIEN ATION 13	FARM PROB 1
TOTAL	800 100.0	1.6	1.3	5.1			3.5	.5		.3	.1	1.6	.1
CURRENT VOTING													
NIXON													
MUSKIE													
WALLACE													
UNDECIDED													
CONSIDER SELF													
REPUBLICAN	192 100.0	2 1.6	7 3.6	9 4.7	1 .5		8 4.2					1 .5	
DEMOCRAT	241 100.0	4 1.2		20 5.9			10 2.9	2 .6				4 1.2	1 .3
REPUBLICAN LEANER	52 100.0	1 1.9	3 5.8	3 5.2	1 1.9		2 3.8	1 1.9				2 3.8	
DEMOCRATIC LEANER	110 100.0	2 1.8		3 2.7			3 2.7	1 .9		2 1.8	1 .9	3 2.7	
INDEPENDENT	53 100.0			4 7.5	1 1.9		3 5.7					2 3.8	
MARGINAL	52 100.0	4 7.7		2 3.8			2 3.8					1 1.9	



500

M.O.P. C1 T-009 - 1

STATEWIDE STUDY (1972)

02 CONT. MOST IMPORTANT PROBLEMS
FACING THE U.S. AT THE PRESENT TIME

	TOTAL/SOCIAL SAMPLE	UNREST	MORAL DECAY	POV ERTY	HOUS ING	CITY DECAY	ECO LOGY	EDUCA TION	BUS SING	HEALTH CARE	ROADS	ALIEN ATION	FARM PROG
TOTAL	899 100.0	13 1.6	10 1.3	41 5.1		3 .4	28 3.5	4 .5		2 .3	1 .1	13 1.5	1 .1
AGE													
18 - 24	121 100.0	2 1.7		4 3.3		1 .8	4 3.3	1 .8		1 .8		2 1.7	
25 - 34	181 100.0	3 1.7	5 2.8	10 5.5		2 1.1	5 2.8	1 .6			1 .6		
35 - 44	149 100.0	3 2.1		7 5.0			8 5.7	1 .7				3 2.1	
45 - 54	132 100.0	1 .8	1 .8	10 7.6			5 3.8					1 .8	1 .8
55 - 64	95 100.0	1 1.1	1 1.1	5 5.3						1 1.1		2 2.1	
65 AND OVER	131 100.0	3 2.3	3 2.3	5 3.8			6 4.6	1 .8				5 3.8	
EDUCATION													
LESS THAN HIGH SCHOOL	214 100.0	3 1.4	1 .5	8 3.7			5 2.3	2 .9		1 .5		7 3.3	1 .5
HIGH SCHOOL GRADUATE	359 100.0	5 1.4	6 1.7	21 5.8			13 3.6	1 .3			1 .3	4 1.1	
COLLEGE	224 100.0	5 2.2	3 1.3	12 5.4		3 1.3	10 4.5	1 .4		1 .4		2 .9	



M.C.R. C1 7-310 - 1

STATEWIDE STUDY (1972)

03 CONT. MOST IMPORTANT PROBLEMS

FACING THE U.S. AT THE PRESENT TIME

	TOTAL/SOCIAL SAMPLE	UNREST	MORAL DECAY	POV ERTY	HOUS ING	CITY DECAY	ECO LOGY	EDUCA TION	BUS SING	HEALTH CARE	ROADS	POLIT ALIAN ATION	FARM PROG
TOTAL	800 100.0	13 1.6	10 1.3	41 5.1		3 .4	28 3.5	4 .5		2 .3	1 .1	13 1.6	1 .1
RELIGION													
CATHOLIC	317 100.0	5 1.6		20 6.3			9 2.8			1 .3	1 .3	3 .9	1 .3
PROTESTANT	422 100.0	7 1.7	7 1.7	19 4.3		2 .5	16 3.8	3 .7				9 2.1	
JEWISH	7 100.0		1 14.3			1 14.3							
OTHER	52 100.0	1 1.9	2 3.8	3 5.8			3 5.8	1 1.9		1 1.9		1 1.9	
SEX													
MALE	399 100.0	5 1.3	4 1.0	18 4.5		2 .5	16 4.0	1 .3		1 .3	1 .3	5 1.3	1 .3
FEMALE	401 100.0	8 2.0	6 1.5	23 5.7		1 .2	12 3.0	3 .7		1 .2		8 2.0	

570



M.O.R. C1 T-011 - 1
 STATEWIDE STUDY (1972)
 Q3 CONT. MOST IMPORTANT PROBLEMS
 FACING THE U.S. AT THE PRESENT TIME

	TOTAL/SOCIAL SAMPLE	UNEMP 1.6	MORAL DECAY 1.3	POV ERTY 5.1	HOUS ING 3	CITY DECAY .4	ECO LOGY 2.6	EDUCA TION .4	BUS SING .5	HEALTH CARE .2	ROADS .1	POLIT ALIAN 1.3	FARM PROS .1
TOTAL	600 100.0	1.6	1.3	5.1	3	.4	2.6	.4	.5	.2	.1	1.3	.1
RACE													
WHITE	760 100.0	1.6	1.3	5.3	3	.4	2.7	.4	.4	.2	.1	1.2	.1
NEGRO	33 100.0			1 3.0			1 3.0	1 3.0					
ORIENTAL	2 100.0											1 50.0	
MEXICAN-AMERICAN	4 100.0	1 25.0											
UNION HOUSEHOLD													
UNION MEMBER	352 100.0	1.7	.6	4.3	1 .3		9 2.6	2 .6		1 .3	1 .3	8 2.3	
NON-UNION MEMBER	418 100.0	1.4	1.7	5.5	2 .5		17 4.1	2 .5		1 .2		4 1.0	1 .2



1972

M.O.R. CI T-012 - 1

STATEWIDE STUDY (1972)

Q3 CONT. MOST IMPORTANT PROBLEMS

FACING THE U.S. AT THE PRESENT TIME

	TOTAL/SOCIAL SAMPLE	UNREST	MORAL DECAY	BOV ERTY	HOUS ING	CITY DECAY	ECC LOGY	EDUCA TION	BUS SING	HEALTH CARE	ROADS	PCLIT ALIEN ATION	FARM PROG
TOTAL	800 100.0	13 1.6	10 1.3	61 5.1		3 .4	28 3.5	4 .5		2 .3	1 .1	13 1.6	1 .1
INCOME													
UNDER \$5,000	123 100.0	3 2.4	3 2.4	4 3.3			3 2.4	2 1.6				4 3.3	
\$5,000-\$10,000	233 100.0	4 1.7	4 1.7	14 5.9		1 .4	7 2.9					4 1.7	
\$10,000-\$15,000	239 100.0	3 1.3	1 .4	9 3.8			7 2.9	1 .4		2 .8	1 .4	3 1.3	1 .4
\$15,000 AND OVER	134 100.0	3 2.2	1 .7	9 6.7		1 .7	7 5.2					2 1.5	
NATIONAL ORIGIN													
GERMAN	213 100.0	3 1.4	3 1.4	8 3.8		1 .5	7 3.3	1 .5		2 .9		2 .9	
SCANDINAVIAN	61 100.0	2 3.3	1 1.6	4 6.6			2 3.3					2 3.3	
OTHER	526 100.0	3 1.5	6 1.1	29 5.5		2 .4	19 3.6	3 .6			1 .2	9 1.7	1 .2



SP7C

M.O.R. C1 T-C13 - 1
 STATEWIDE STUDY (1972)
 Q3 CONT. MOST IMPORTANT PROBLEMS
 FACING THE U.S. AT THE PRESENT TIME

	TOTAL// SAMPLE	UNION ALL ISM	/ OTHERS
TOTAL	800 100.0		51 6.4
REPUBLICAN PRIMARY VOTERS	353 100.0	1 .3	22 6.2
PAST VOTING			
REPUBLICAN	144 100.0		11 7.6
TICKET SPLITTERS	223 100.0		14 6.3
DEMOCRAT	264 100.0		15 5.3
MARGINAL	147 100.0		11 7.4
GEOGRAPHIC AREA			
MILWAUKEE METRO	261 100.0		20 7.7
NON-METRO	539 100.0		31 5.8

87/3



V.O.R. C1 T-014 - 1
 STATEWIDE STUDY (1972)
 Q3 CONT. MOST IMPORTANT PROBLEMS.
 FACING THE U.S. AT THE PRESENT TIME

	TOTAL//	UNIC. ALL /
	SAMPLE ISM	OTHERS
TOTAL	800	51
	100.0	6.4

CONSIDER SELF

REPUBLICAN	192	13
	100.0	6.8
DEMOCRAT	341	19
	100.0	5.6
REPUBLICAN LEANER	52	4
	100.0	7.7
DEMOCRATIC LEANER	110	7
	100.0	6.4
INDEPENDENT	53	3
	100.0	5.7
MARGINAL	52	5
	100.0	9.6



W.O.R. C1 T-015 - 1
 STATEWIDE STUDY (1972)
 C3 CONT. MOST IMPORTANT PROBLEMS
 FACING THE U.S. AT THE PRESENT TIME.

TOTAL// /
 UNION ALL
 SAMPLE 15% OTHERS

	800	51
	100.0	6.4
TOTAL		
AGE		
18 - 24	121	6
	100.0	5.0
25 - 34	181	9
	100.0	5.0
35 - 44	140	5
	100.0	3.6
45 - 54	132	7
	100.0	5.3
55 - 64	95	12
	100.0	12.6
65 AND OVER	131	12
	100.0	9.2
EDUCATION		
LESS THAN HIGH SCHOOL	214	13
	100.0	6.1
HIGH SCHOOL GRADUATE	359	19
	100.0	5.3
COLLEGE	224	18
	100.0	8.0





M.C.R. C1 T-016 - 1
STATEWIDE STUDY (1972)
Q3 CONT. MOST IMPORTANT PROBLEMS
FACING THE U.S. AT THE PRESENT TIME
TOTAL// UNION ALL /
SAMPLE ISM OTHERS

TOTAL	800 100.0	51 6.4
RELIGION		
CATHOLIC	317 100.0	19 6.0
PROTESTANT	427 100.0	23 6.6
JEWISH	7 100.0	
OTHER	52 100.0	4 7.7
SEX		
MALE	399 100.0	27 6.8
FEMALE	401 100.0	24 6.0

M.O.P. CI T-017 - 1
 STATEWIDE STUDY (1972)

Q3 CONT. MOST IMPORTANT PROBLEMS,
 FACING THE U.S. AT THE PRESENT TIME

	TOTAL//	UNION ALL /
	SAMPLE	ISM OTHERS
TOTAL	800 100.0	51 6.4
RACE		
WHITE	760 100.0	51 6.7
NEGRO	33 100.0	
ORIENTAL	2 100.0	
MEXICAN-AMERICAN	4 100.0	
UNION HOUSEHOLD		
UNION MEMBER	352 100.0	16 4.5
NON-UNION MEMBER	418 100.0	33 7.9



V.O.R. C1 T-018 - 1

STATEWIDE STUDY (1972)

Q3 CONT. MOST IMPORTANT PROBLEMS
FACING THE U.S. AT THE PRESENT TIME

	TOTAL// SAMPLE	UNION ALL 15% OTHERS
TOTAL	800 100.0	51 6.4
INCOME		
UNDER \$5,000	123 100.0	9 7.3
\$5,000-\$10,000	238 100.0	12 5.0
\$10,000-\$15,000	239 100.0	13 5.4
\$15,000 AND OVER	134 100.0	13 9.7
NATIONAL ORIGIN		
GERMAN	213 100.0	17 8.0
SCANDINAVIAN	61 100.0	4 6.6
OTHER	526 100.0	30 5.7

978



M.O.R. C4 T-049 - 5
STATEWIDE STUDY (1972)

QUESTION 43 MOST IMPORTANT PROBLEMS
FACING THE STATE AT THE PRESENT TIME

	TOTAL/ SAMPLE	HIGH TAXES	COOL COST	UNEM EMPLOY MENT	DRUGS	EDUCA TION	CRIME	WEL FARE	ECON OMY	ALL OTHERS	DOMI NANT
TOTAL	800 100.0	372 46.5	101 12.6	124 15.5	34 4.3	24 3.0	18 2.3	11 1.4	48 6.0	33 4.1	26 3.3
REPUBLICAN PRIMARY VOTERS	353 100.0	187 53.0	45 12.7	36 10.2	15 4.2	11 3.1	6 1.7	8 2.3	13 3.7	15 4.2	8 2.3
PAST VOTING											
REPUBLICAN	144 100.0	79 54.9	14 9.7	15 10.4	7 4.9	1 .7	6 4.2		7 4.9	7 4.9	4 2.8
TICKET SPLITTERS	223 100.0	117 52.5	25 11.2	24 10.8	9 4.0	7 3.1	3 1.3	8 2.7	15 6.7	9 4.0	5 2.2
DEMOCRAT	284 100.0	125 44.0	28 9.9	56 19.7	12 4.2	11 3.9	8 2.8	4 1.4	19 6.7	11 3.9	3 2.1
MARGINAL	149 100.0	51 34.2	34 22.8	29 19.5	6 4.0	5 3.4	1 .7	1 .7	7 4.7	6 4.0	3 5.0
GEOGRAPHIC AREA											
MILWAUKEE METRO	261 100.0	156 52.1	29 11.1	40 15.3	4 1.5	9 3.4	7 2.7	4 1.5	9 3.4	13 5.0	7 2.7
NON-METRO	539 100.0	234 43.8	72 13.4	44 15.6	30 5.6	15 2.8	11 2.0	7 1.3	39 7.2	20 3.7	15 3.5

1303



M.C.R. C4 T-350 - 5

STATEWIDE STUDY (1972)

QUESTION 43 MOST IMPORTANT PROBLEMS
FACING THE STATE AT THE PRESENT TIME

	TOTAL/ SAMPLE	HIGH TAXES	ECOL OSY	UNEM PLOY MENT	DRUGS	EDUCA TION	CRIME	WEL FARE	ECON OMY	ALL OTHERS	DONT KNOW
TOTAL	850 100.0	272 46.5	101 12.6	124 15.5	34 4.3	24 3.0	18 2.3	11 1.4	48 6.0	33 4.1	26 3.3
CURRENT VOTING											
NIXON											
MUSKIE											
WALLACE											
UNDECIDED											
CONSIDER SELF											
REPUBLICAN	192 100.0	103 53.6	22 11.5	19 9.9	11 5.7	3 1.6	7 3.6	1 .5	11 5.7	7 3.6	5 2.6
DEMOCRAT	341 100.0	158 46.3	34 10.0	64 18.8	13 3.8	12 3.5	8 2.3	5 1.5	18 5.3	18 5.3	8 2.3
REPUBLICAN LEANER	52 100.0	28 53.8	10 19.2	4 7.7	2 3.8				4 7.7	1 1.9	2 3.8
DEMOCRATIC LEANER	110 100.0	38 34.5	24 21.8	22 20.0	2 1.8	5 4.5		2 1.8	12 10.9	4 3.6	1 .9
INDEPENDENT	53 100.0	21 39.6	7 13.2	8 15.1	4 7.5	3 5.7		1 1.9	2 3.6	2 3.8	3 5.7
MARGINAL	52 100.0	24 46.2	4 7.7	7 13.5	2 3.8	1 1.9	3 5.8	2 3.8	1 1.9	1 1.9	7 13.5



1012

M.O.R. C4 T-351 - 5
STATEWIDE STUDY (1972)

QUESTION 43 MOST IMPORTANT PROBLEMS
FACING THE STATE AT THE PRESENT TIME

	TOTAL/ SAMPLE	HIGH TAXES	ECOL CSY	UNEM PLDY MENT	DRUGS	EDUCA TION	CRIME	WEL FARE	ECON ONY	ALL OTHERS	DOAT KNOW
TOTAL	600 100.0	372 46.5	151 12.6	124 15.5	34 4.3	24 3.0	18 2.3	11 1.4	48 6.0	33 4.1	25 3.3
AGE											
18 - 24	121 100.0	30 24.3	37 30.6	29 24.0	7 5.8	4 3.3			4 3.3	5 4.1	4 3.3
25 - 34	181 100.0	93 51.4	19 10.5	21 11.6	7 3.9	5 2.8	2 1.1	2 1.1	17 9.4	7 3.9	5 2.8
35 - 44	140 100.0	65 46.4	18 12.9	21 15.0	5 3.6	3 2.1	3 2.1	3 2.1	8 5.7	9 6.4	3 2.1
45 - 54	132 100.0	63 47.7	10 7.6	30 22.7	6 4.5	5 3.8	2 1.5	3 2.3	4 3.0	4 3.0	2 1.5
55 - 64	95 100.0	57 60.0	5 5.3	8 8.4	5 5.3	3 3.2	2 2.1	2 2.1	7 7.4	3 3.2	3 3.2
65 AND OVER	131 100.0	64 48.9	12 9.2	15 11.5	4 3.1	4 3.1	9 6.9	1 .8	8 6.1	5 3.8	9 6.9
EDUCATION											
LESS THAN HIGH SCHOOL	214 100.0	98 45.8	15 7.0	32 15.0	15 7.0	7 3.3	7 3.3	4 1.9	10 4.7	11 5.1	13 6.1
HIGH SCHOOL GRADUATE	359 100.0	180 50.1	40 11.1	60 16.7	14 3.9	7 1.9	10 2.8	5 1.4	19 5.3	12 3.3	13 2.8
COLLEGE	224 100.0	94 42.0	45 20.1	31 13.8	5 2.2	9 4.0	1 .4	2 .9	19 8.5	10 4.5	3 1.3



M.G.R. C4 T-052 - 5

STATEWIDE STUDY (1972)

QUESTION 43 MOST IMPORTANT PROBLEMS

FACING THE STATE AT THE PRESENT TIME

	TOTAL/ SAMPLE	HIGH TAXES	ECCL CGY	UNEM PLOY MENT	DRUGS	EDUCA TION	CRIME	WEL FARE	ECCN OMY	ALL OTHERS	DONT KNOW
TOTAL	800 100.0	372 46.5	101 12.6	124 15.5	34 4.3	24 3.0	18 2.3	11 1.4	48 6.0	33 4.1	26 3.3
RELIGION											
CATHOLIC	317 100.0	155 48.9	33 10.4	50 15.8	11 3.5	13 4.1	5 1.6	2 .6	22 6.9	9 2.8	11 3.5
PROTESTANT	422 100.0	193 45.7	54 12.8	66 15.5	23 5.5	10 2.4	12 2.8	8 1.9	21 5.0	17 4.0	15 3.6
JEWISH	7 100.0	4 57.1	3 42.9								
OTHER	52 100.0	18 34.6	11 21.2	8 15.4		1 1.9	1 1.9	1 1.9	5 9.6	7 13.5	
SEX											
MALE	399 100.0	202 50.6	49 12.3	59 14.8	7 1.8	12 3.0	7 1.8	7 1.8	23 5.8	17 4.3	13 3.3
FEMALE	401 100.0	170 42.4	52 13.0	65 16.2	27 6.7	12 3.0	11 2.7	4 1.0	25 6.2	16 4.0	13 3.2



M.O.R. C4 T-053 - 5
 STATEWIDE STUDY (1972)

QUESTION 43 MOST IMPORTANT PROBLEMS
 FACING THE STATE AT THE PRESENT TIME

	TOTAL/ SAMPLE	HIGH TAXES	ECOL CGY	UNEM PLOY MENT	DRUGS	EDUCA TION	CRIME	WEL FARE	ECON GNY	ALL OTHERS	DONT KNOW
TOTAL	800 100.0	372 46.5	101 12.6	124 15.5	34 4.3	24 3.0	18 2.3	11 1.4	48 6.0	33 4.1	26 3.3
RACE											
WHITE	760 100.0	366 48.2	99 13.0	110 14.5	31 4.1	24 3.2	15 2.0	9 1.2	48 6.3	28 3.7	23 3.0
NEGRO	33 100.0	3 9.1	1 3.0	14 42.4	3 9.1		3 9.1	1 3.0		4 12.1	2 6.1
ORIENTAL	2 100.0							1 50.0			1 50.0
MEXICAN-AMERICAN	4 100.0	2 50.0	1 25.0							1 25.0	
UNION HOUSEHOLD											
UNION MEMBER	352 100.0	162 46.0	44 12.5	62 17.6	9 2.6	13 3.7	5 1.4	7 2.0	17 4.8	19 5.4	8 2.3
NON-UNION MEMBER	418 100.0	193 46.2	56 13.4	57 13.6	25 6.0	11 2.6	12 2.9	4 1.0	28 6.7	12 2.9	17 4.1

1-17



M.C.R. C4 T-054 - 5
STATEWIDE STUDY (1972)

QUESTION 43 MOST IMPORTANT PROBLEMS
FACING THE STATE AT THE PRESENT TIME

	TOTAL/ SAMPLE	HIGH TAXES	ECCL CGY	UNEM PLDY MENT	DRUGS	EDUCA TION	CRIME	WEL FARE	ECCN OMY	ALL OTHERS	DONT KNOW
TOTAL	800 100.0	372 46.5	101 12.6	124 15.5	34 4.3	24 3.0	18 2.3	11 1.4	48 6.0	33 4.1	26 3.3
INCOME											
UNDER \$5,000	123 100.0	54 43.9	10 8.1	23 18.7	5 4.1	2 1.6	8 6.5	2 1.6	8 6.5	6 4.9	5 4.1
\$5,000-\$10,000	238 100.0	104 43.7	33 13.9	33 13.9	18 7.6	8 3.4	6 2.5	3 1.3	13 5.5	10 4.2	8 3.4
\$10,000-\$15,000	239 100.0	128 53.6	21 8.8	36 15.1	6 2.5	6 2.5	3 1.3	3 1.3	14 5.9	12 5.0	7 2.9
\$15,000 AND OVER	134 100.0	64 47.8	26 19.4	20 14.9	1 .7	5 3.7		2 1.5	9 6.7	4 3.0	1 .7
NATIONAL ORIGIN											
GERMAN	213 100.0	117 54.9	18 8.5	28 13.1	4 1.9	7 3.3	4 1.9	2 .9	13 6.1	11 5.2	7 3.3
SCANDINAVIAN	61 100.0	32 52.5	7 11.5	10 16.4	5 8.2	1 1.6			2 3.3		4 6.6
OTHER	526 100.0	223 42.4	76 14.4	86 16.3	25 4.8	16 3.0	14 2.7	9 1.7	33 6.3	22 4.2	15 2.9

