

Opinions of an Opinion Sampler

By Charlie Petit

Senator George McGovern isn't getting enough support from the Wallace bloc or from youth to win in November, a leading public opinion analyst said here yesterday.

Donald M. Muchmore, board president of Opinion Research, Inc., of Los Angeles, said that 7 of the 11 per cent of the nation's voters identified as Wallace supporters favor President Nixon.

Opinion Research conducts extensive national polls of voting and opinion trends and Muchmore is considered one of the nation's top pollsters. Much of his consulting work is done analyzing polls for both major parties.

BLOC

He said McGovern strategists are depending on at least half the Wallace bloc to win.

In addition to falling short of that goal, he said newly registered young voters are apparently not supporting McGovern by the 2 to 1 margin the Democrats figure they need. "It's more like 60-40," he said.

Muchmore, who spoke at a luncheon meeting of the San Francisco Rotary Club, said the biggest weakness of the Nixon campaign is, paradoxically, its professionalism.

"People resent this," he said. "They could become alienated by the Nixon image."

He scoffed at recent polls showing Mr. Nixon with a 26 per cent lead nationwide.

"All polls aren't worth a damn," he said, "especially taken this early."

"There's no such thing as a national poll," he said. "You only have a composite of a lot of little polls."

It's those "little polls," said Muchmore, that should be watched, especially the blocs of voters.

FAILING

Muchmore says that, while McGovern is apparently failing in his bid for the important youth and Wallace blocs, Mr. Nixon could conceivably pick up the traditionally Democratic Catholic voters.

"This would be a major victory for Nixon," he said. He predicted, however, that the Republicans would be unsuccessful in wooing Jewish and labor voters, both nor-



DONALD MUCHMORE
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mally Democratic.

After saying predictions are meaningless, Muchmore said Mr. Nixon will probably win this one. "He has his vulnerabilities, and McGovern knows them, but I think he'll (Mr. Nixon) be President another four years."

VIEWS

Muchmore, who is also senior vice president of California Federal Savings and Loan Associations, made a number of other observations about the campaign:

- The GOP is consistently presenting its candidate as "The President," not Richard Nixon, blunting Democratic attacks on him personally.

- In seven key industrial states, 60 per cent of the voters support Mr. Nixon's solutions to problems over McGovern's.

- Most voters don't know what the ITT affair was, making it an unlikely campaign issue.

- The addition of Sargent Shriver to the campaign appears to have increased McGovern's support slightly among Wallace supporters — from 3.8 to 4.7 per cent.

- The McGovern campaign appears to be about four weeks behind Nixon's forces in responding to changes in public opinion.