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4	6	3/30/1972	<input type="checkbox"/>	Campaign	Letter	Letter from Colson to John Becker (bcc: Herb DeSimone) re: engaging Becker Research Corporation. 1 pg.
4	6	2/14/1972	<input type="checkbox"/>	Campaign	Memo	Memo from Colson to Haldeman re: Becker New Hampshire poll, Teeter evaluation of same. 2 pgs.

February 14, 1972

MEMORANDUM FOR:

H. R. HALDEMAN

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FROM:

CHARLES COLSON

SUBJECT:

Becker Poll

Because of your comments to me regarding Teeter's evaluation of the Becker poll, I called Becker and, in fact, have talked to him twice since our meeting. The conclusions from my conversations are as follows:

1. Becker did not tell Teeter that this was an unscientific sampling made up of two polls, one of intended Democratic voters and one of intended Republican voters or that he had warned the Globe that this cast any doubt upon the trial heat data. You will recall that this is what Teeter had apparently indicated to you.
2. In this year's primary in particular, about as many New Hampshire voters will vote in the Democratic primary as in the Republican. The two turnouts should be about equal.
3. The original sample constructed by Becker was a normal statewide sample. The questioning technique, however, did reject non-primary voters, but Becker does not feel that this affects the validity of the poll as a representative statewide sample, and that including non-primary voters would not change the overall result.
4. Most important, Becker feels that his screening afterwards (his comparing the composition of his respondents with the actual demographic and political data in New Hampshire) corroborates that his polling sample was representative.

In short, he believes his poll is accurate and I am afraid that Teeter did not correctly understand it when they talked or that the report had somehow been garbled.

Attached, if you want to review it, are my conversations with Becker along with a post-poll analysis comparing the composition of his poll respondents with the actual composition of the state. He points out in this context that previous trial heats in New Hampshire resulted in a very similar breakout.

The only reason that I pursue this is that I am very concerned over the fact that our vendors show us much better than Harris, Gallup, Becker, to name three. I fervently hope our vendors are correct and that the other three are in error. On the other hand, this disparity should raise some questions, not the least of which is whether our vendors might be giving a little bias on our side in an effort to keep us happy and keep our accounts. It would be disastrous to us if we were not getting honest poll data or if our vendors were not using good poll techniques.

I would, believe me, rather give them the benefit of the doubt, but I would also want to be doubly sure early in the game, while there is time to do something about it, that we aren't being put in the position of kidding ourselves.

For what it is worth, from the contact I have with people around the country, I tend to think that we are stronger than we have ever been and my gut instinct, therefore, is that our vendors are right. I don't feel comfortable relying on that, however, either. There is just a little warning signal here and I think for a modest investment of some analytical time we could very easily compare, for example, Becker and ORC in New Hampshire to find out why this kind of difference is showing up.

March 30, 1972

Dear John:

I couldn't agree more with your opinion that Becker is a better qualified firm for Herb DeSimone and John Chaffee than Tully Plesser. I can think of at least 15 reasons. I have been meaning to talk to Herb everyday but just haven't been able to but I will do so this week.

I am sure that Herb will be glad to meet with you.

We will look into the Howell situation and I will be back in touch with you as soon as possible when we learn something.

Best personal regards.

Sincerely,

Charles W. Colson
Special Counsel to the President

Mr. John F. Becker, President
Becker Research Corporation
120 Boylston Street
Boston, Massachusetts 02116

bcc: Herb DeSimone: Tully Plesser is totally unreliable.-- Lindsay's man, and we wouldn't touch him with a 10 foot pole. Becker is solidly in our corner and, what's more, does commercial polling with the results published in Rhode Island. It is always nice to have a little in with a pollster who is running published polls plus the fact that Becker is really good. CWC