

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>
9	7	6/17/1971	<input type="checkbox"/>	Personal	Memo	From Higby to Kehrli RE: note of thanks to Pat O'Hara for his gift to Mrs. Haldeman. 1 pg.
9	7	6/7/1971	<input type="checkbox"/>	White House Staff	Memo	From Higby to Kehrli RE: Haldeman's plans for a "Connally Dollar." 1 pg.
9	7	6/23/1971	<input type="checkbox"/>	Campaign	Memo	From Higby and Magruder to Mitchell and Haldeman RE: polling in the 1972 campaign. 5 pgs.
9	7		<input checked="" type="checkbox"/>	Campaign	Memo	Marked-up memorandum from Magruder and Higby to Mitchell and Haldeman RE: polling in the election of 1972. This version seems to be an earlier draft, given the corrective nature of the many notes to the document. 5 pgs.

<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>
9	7		<input checked="" type="checkbox"/>	Campaign	Other Document	Page of notes, possibly generated by Higby, relating to a group to monitor and contribute to the use of polls in the 1972 campaign. Recipient unknown. 1 pg.
9	7		<input checked="" type="checkbox"/>	Campaign	Memo	Memorandum recommending that Magruder and Higby's report be approved. Author and recipient unknown. 1 pg.
9	7	6/14/1971	<input type="checkbox"/>	Campaign	Memo	From Higby to Malek RE: Haldeman's desire to find a co-chairman, possibly for the Republican Party, in California. 1 pg.
9	7	6/1/1971	<input type="checkbox"/>	Personal	Memo	From Higby to McKee RE: Haldeman's request for information on his life insurance and social security requirements. 1 pg.
9	7	6/28/1971	<input type="checkbox"/>	Personal	Memo	From Higby to Strachan RE: residence in California. 1 pg.

<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>
9	7	6/26/1971	<input type="checkbox"/>	Personal	Letter	From Higby to Mike Scofield RE: Scofield's recent letter. 1 pg.
9	7	6/17/1971	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: Chapin's RNC film. Handwritten corrective notes added by unknown. 1 pg.
9	7	6/8/1971	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: brochure that was being put together for Haldeman. 1 pg.
9	7	6/8/1971	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: analysis of the Democratic hopefuls for the presidential nomination as of summer 1971. 1 pg.
9	7	6/7/1971	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: developing questions for polls to be held in Alabama and Indiana. 1 pg.

<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>
9	7	6/4/1971	<input type="checkbox"/>	White House Staff	Memo	From Higby to Strachan RE: sending a finance brochure to Haldeman. 1 pg.
9	7	6/2/1971	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: Haldeman's desire to concoct a state-by-state plan for the 1972 campaign. 1 pg.
9	7	6/2/1971	<input type="checkbox"/>	Campaign	Memo	From Higby to Strachan RE: major points taken away from a meeting with Benham. 1 pg.

June 17, 1971

MEMORANDUM FOR:

BRUCE KEHRLI

FROM:

LARRY HIGBY

Bruce, please make sure that someone prepares a thank you note for Pat O'Hara for getting the additional piece of silver for Mrs. Haldeman's set from Ireland. We shouldn't mention what specifically happened, just thank her very much for getting the piece.

Thank you.

LH:lm

June 7, 1971

MEMORANDUM FOR:

BRUCE KEHRLI

FROM:

LARRY HIGBY

Haldeman wants the "Connally Dollar" that he gets placed in a lucite block with slightly larger deminsions than the dollar itself all the way around and about 1/2 to 3/4 of an inch thick, whatever the standard lucite thickness is.

Thank you.

LH:lm

June 23, 1971

MEMORANDUM FOR: JOHN N. MITCHELL
E. R. HALDEMAN

FROM: JEB MAGRUDER
L. HIGBY

SUBJECT: Polling -- '72 Campaign

While activities are taking place on several fronts with regard to polling in the '72 Campaign, it is clear to us that no complete and comprehensive program is yet underway. Basically today, four separate or somewhat detached polling operations are in existence:

1. The White House -- The White House has been conducting polling for the last two years for the President and has stockpiled a significant amount of information primarily from telephone polls but also from some field polls. In addition, it has been talking to Dave Derge and Opinion Research Corporation about possible polling plans for 1972 -- both plans have now been submitted. While they update slightly the '68 plan, they basically recommended the activities we had during that time.
2. Domestic Council -- The Domestic Council is now starting to do polling on its own on Domestic Issues. It did a Domestic Issues poll two months ago and is nearing completion of a final draft for a second poll on Family problems.
3. The Republican National Committee -- The National Committee has been exploring several polling alternatives and research proposals.

Somewhat in conjunction with the Citizen's Committee it is currently conducting a forty thousand dollar study in Delaware. In addition, at the request of the White House it worked with Dave Derge on a vendor's survey that determined the five most suitable pollsters for the '72 Campaign.

4. Citizen's Committee -- While it has directly sponsored no polls, it has joined with the RNC at looking at the potential results of the Delaware Study as a basis for proposing some new polling techniques for '72.

It is clear to us the first priority or need with regard to setting up our '72 polling operation is to establish some mechanism that can function as a focal point and clearing house for all polling operations now going on and as a repository for additional information that will be coming in probably independently from key states, etc., as we approach the Campaign.

It is our understanding that in discussions between Mr. Haldeman and the Attorney General -- general agreement has been reached that a three-man polling strategy board should be set up consisting of Haldeman, Mitchell and Flanigan. We recommend that this group be instituted immediately and that under it be established a working group (a modified version of the task force) to undertake the necessary tasks of control and coordination of all the various things that are being done and to produce an agreed upon plan for '72.

The working group would be Chaired by Peter Flanigan and have as its members Bob Marik and Jeb Magruder of the Citizen's Committee, Ed Harper, Ken Cole of the Domestic Council, Gordon Strachan and Larry Higby of the White House, and Ed Debolt of the RNC. This group would be charged with doing the following things in the order listed below:

- a. Coordinate all polling activities now and in the future.
- b. Develop a preliminary polling plan for 1972.
- c. Select a pollster.
- d. Devise an overall polling plan based on the selection of a final pollster, that includes coordinating the various elements of polling available.
- e. Select a consultant.
- f. Decide whether or not a simulation project is worth pursuing for 1972.

This group would work at coordinating all polling activities currently underway and contribute where feasible to the formulation of any future polls. It would be clearly understood, however, that distribution of any results, including distribution to the group, would be determined by the President or the Strategy Committee.

DISCUSSION:

As mentioned, a basic polling plan has already been devised through consultation with Dave Derge and Tom Benham of ORC, but there are several approaches and pollsters that still should be explored before any final decisions are reached.

In addition, the Citizen's Committee is in the process of developing a concept of key state polling with the idea of reaching on an individual basis, exclusively the "ambivalent" voter and the Republican voter determining his preference and reaching him through direct mail, precinct work, etc. Each of the major firms that would be asked to participate in bidding for our polling contract would be asked to explore the basic plans presented and determine whether or not it is cost-effective to pursue this concept.

As a by product of discussions with individual pollsters and the eventual final selection of a pollster, we will have talked to a number of independent operators as well as polling firms. This should give us a fair sampling of the field and enable us to select a consultant or polling staff man for 1972.

SIMULATION:

While very much in everybody's mind is still a questionable practice according to explanations we have received so far; therefore, high on the list of priorities of the working group would be to determine through consultation with various experts and professionals whether or not simulation can be a profitable undertaking for the '72 Campaign.

ACTION STEPS:

In order for this activity to get underway immediately, the working group should be convened this week with Peter Flanigan as Chairman. Agreement will need to be obtained for this from the Attorney General, H. R. Haldeman, John Ehrlichman and Tom Evans or Bob Dole at the RNC. As soon as the group is set up it should undertake the following tasks:

1. Determine a basic polling plan.
2. Interview top five vendors as determined by recent RNC/Derge Vendor survey of all large firms in the country.
3. During the process of interviewing pollsters and reviewing proposals, try to
 - a. Select a consultant
 - b. Explore thoroughly and prepare a recommendation simulation.

4. Draw up a final polling plan recommendation using all coordinated resources available from the White House, Domestic Council, RNC and Citizen's Committee and costs to meet this plan.

5. Continue to review all polls before they are done to make sure that they meet if possible, parts of the plan as outlined.

RECOMMENDATION:

That you approve the concept as outlined in this report and that we proceed immediately to initiate those action steps as outlined.

Approve _____

Disapprove _____

Memo to: John Mitchell.

H.R. Halden

DRAFT

From

Bob Magruder

L. Higley

~~POLLING MEMORANDUM~~

Subject: Polling - '72 Campaign.

(To be addressed eventually to John Mitchell and Bob Haldeman)

While activities ^{are} taking place on several ^{fronts} with regard to polling in the '72 Campaign, it is clear to us that no complete and comprehensive program is yet underway. Basically today, four separate or somewhat detached polling operations are in existence:

1. The White House -- The White House ~~of course~~ has been conducting polling for the last two years for the President and has stockpiled ^a ~~the~~ significant amount of information primarily from telephone polls ^{for} ~~as~~ well as field polls. In addition, it has been talking to Dave Derge and Opinion Research Corporation about possible polling plans for 1972 -- both plans have now been ~~submitted~~ submitted. ^{and while they} updates slightly ^{the} are 68 plan fall basically in ^{to} ~~that pattern~~ ^{the activities we had during that time.}
2. Domestic Council -- the Domestic Council is now starting to do polling on its own ^{on} ~~based primarily~~ around Domestic Issues. -- ^{it} did a Domestic Issues poll two months ago and is nearing completion ^{of a final draft} for a second poll on Domestic Family problems.
3. The Republican National Committee -- The National Committee has been exploring several polling alternatives

In addition at the request of the White House it worked up Dave Dege on a vendor's survey that determined the 5 most suitable pollsters for the '68 Campaign.

and reserach proposals. Somewhat in conjunction with the Citizen's Committee and is currently ~~xxxxxxx~~ conducting a 40 thousand dollar study in Delaware.

4. Citizen's Committee -- While it ~~is~~ directly sponsored no polls it has joined ~~is~~ with the RNC at looking at the potential results of the Delaware

study on a basis for proposing some new polling techniques for '72.

It is clear to us the first priority or need with regard to setting up our '72 polling operation is to establish some mechanism that can function as a focal point and clearing house for all polling plans ~~and polling~~ operations now going on and as a ~~resiporatory~~ *repository* for additional information that will be coming in probably independently from key states, etc. as we approach the Campaign.

It is our understanding that in discussions between Mr. Haldeman and the Attorney General - general agreement has been reached that a three man polling strategy board should be set up consisting of Mr. Haldeman, the ~~AG~~ *Attorney General,* and Peter Flanigan. We recommend that this group be instituted immediately and that under it ~~the~~ be established a working group (a modified version of the task force) to ~~immediately~~ undertake the necessary tasks of control and ~~xxx~~ coordination of all the various things that are being ~~don~~ done and to produce an agreed upon plan for '72. ~~The~~ working group would be chaired by Peter Flanigan and have

as its members Bob Marik and Jeb Magruder of the Citizen's Committee , Ed Harper, Ken Cole ^{of the Democratic Comt} Gordon Strachan ^{Ed Dabolt} and Larry Higby of the White House, ^{and Ed Dabolt of the RNC.} This group would be charged with doing the following things in the order

listed below:

- a. ^{Coordinate ~~polling~~ all polling activities now and in the future}
- b. Develop a preliminary polling plan for 1972
- c. Select a polster
- d. Devised an overall polling plan based on the selection of a final polster, that includes coordinating the various elements of polling available.
- e. Selects a consultant
- f. decides whether or not a stimulation project is worth pursuing for 1972.

(A) → *

Disaussion:

A basic polling plan has already been devised through consultation with Dave Derge and Tom Benham of ORC, but there are several ^{approach} avenues and polsters that still should be ^{examined} ~~explored~~ before any ~~final~~ final decisions are reached.

~~Whatx~~

In addition, the Citizen's Committee is in the process of developing a concept of Key state polling with the idea of ~~xxxxxxxxxx~~ reaching on an individual basis. ^{the exclusively the} They "ambivalent" voters ^{for the Republic voters.} Each one of the major firms that are asked to participate

bidding for our polling contract should be asked to explore the basic plans presented and determine whether or not it is cost-effective to pursue ~~wxxxx~~ ^{this} the plans we have outlined ~~or some alternate proposals.~~

As a result of discussion with individual polsters and the final selection of a polster, we will have talked to a number of independent operators as well as polling firms. This should give us a fair sampling of the field and enable us to select a consultant or ~~indeed~~ polling staff man for 1972.

~~The subject of~~ Stimulation: -- while very much in everybody's mind is still a questionable practice according to ~~research~~ ^{exploration} we have ~~done~~ ^{done} so far; therefore, high on the list of priorities of the working group would be to determined through consultation with ~~xxxxxx~~ various experts and professionals whether or not stimulation can be a profitable undertaking for the '72 Campaign.

ACTION STEPS:

In order for this activity to get underway immediately the working group should be convened this week with Peter Flanigan as Chairman. Agreement will need to be obtained for this from the AG, HRH, John Ehrlichman and Tom Evans or Bob Dole at the RNC. As soon as the group is set up it should undertake the

following tasks:

1. Determine a basic polling plan
2. Interview top five vendors as determined by ~~xxxxx~~ recent RNC/Derge Vendor survey of all large firms in the country.
3. During the process of interviewing polsters in reviewing proposals, try to
 - a. Select a consultant
 - b. ~~get a reading on stimulation~~ *Explore thoroughly and draw some conclusions prepare a recommendation on stimulation.*
- ~~4. Examine in detail sepaately the question of stimulation~~
- ~~4. Draw up a polling recommendation~~ *Draw up a* final plan using all coordinated resources available ~~of~~ *from* the White House, Domestic Council, RNC and Citizen's Committee, ~~in meeting polling objectives~~ *and costs to meet this plan.*
- ~~5. Continue to review all polls before they are done to make sure that they meet if possible, parts of the plan as outlined.~~

Annex A.

This group would work at coordinating all polling activities currently underway and ~~also~~ ~~to~~ contribute where feasible to the formulation of any future polls. It would be clearly understood however that distribution of any results, ~~would~~ ~~be~~ including distribution to the group, would be determined by the President or the Strategy committee.

Recommendation

That you approve ^{the concept as outlined} ~~the~~ report ^{in the} and that we proceed immediately to initiate ^{these} action ^{steps} ~~steps~~ ⁱⁿ ~~report~~ as outline.

approve

Disapprove

Commit.

13A
DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 6-102
By B. J. Gagne NARS, Date 3-23-82

~~CONFIDENTIAL~~

June 14, 1971

MEMORANDUM FOR:

FRED MALEK

FROM:

LARRY HIGBY

Bob wants you to work on finding the young aggressive man who can be our co-chairman for the state of California. He must, of necessity, be of Northern California.

Will you please get a list of candidates back in to him.

Thank you.

LH:lm

HTP
June 1, 1971

MEMORANDUM FOR: PAT MCKEE
FROM: L. HIGBY

Two areas that Bob wants checked out are:

1. His social security status and what the basic requirements for social security are.

Now there are four basic requirements for social security in the eligable part. He wants to know what they are, then he would like to know what his status is regarding social security. He says that all you have to do is ask social security and they do a computer printout of what your social security status is, how many quarters you have earned, etc.

He doesn't want a long involved report, but a good, quick summary. If there is some little pamphlet available in addition to the computer printout, he would like that.

2. Also, he would like to know what his status is with regard to federal life insurance. Does he have a policy or a certificate? And, once again, what is the basic information with regard to the federal life insurance and who is the beneficiary in the case of his policy, etc.?

Will you please check these two items out.

LH:lm

June 28, 1971

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: GORDON STRACHAN
FROM: L. HIGBY
SUBJECT: Maintaining Residence
in California

A small favor -- I'd like you to look into (in your spare time, if you could) the question of my maintaining my residence in California.

I have never registered to vote or voted in any elections here, although I have paid some income tax the last couple of years here and haven't paid any income tax in California.

Is there any way I can either:

1. Continue my residence in California at my parents or some other place, or
2. Reestablish my residence in California?

Thank you.

LH:kb

June 26, 1971

John

Dear Mike:

Thank you for your letter, which I have just received. It was certainly a pleasant surprise.

It appears that the last few years have been very eventful for you. I am sure you are looking forward to getting back to UCLA to complete your M.B.A.

I was very sorry to hear that Dick Bowler had passed away, but glad to know that Lucille is doing fine.

Thank you once again for your letter and best of luck.

Sincerely,

Lawrence Mead Higby

Mr. Mike Scofield
Box 1479
Frederick
Maryland 21701

LH:lm:LH:kb

June 17, 1971

MEMORANDUM FOR:

GORDON STRACHAN

FROM:

LARRY HIGBY

SUBJECT:

RNC Film

Dwight dropped off his RNC film problem here yesterday, saying that it should be sent down to you before it goes into Haldeman. I would like to make a couple of comments:

I. The specific problem here should be handled directly and quickly. My personal feeling on it is that it should be handled by you, Bill Carruthers, or Dwight Chapin directly with the RNC. Probably Chapin would be the best in this ~~incidence~~ ^{instance}. However, the real problem, or the overriding one, is complete control, or at least control of all major expenditures by the RNC.

II. Right now, they are in the process of asking several people to cutback, yet they are out producing a \$100,000 film. This is something that I don't understand. I think you better address yourself to the general ~~and~~ ^{as well} ~~as~~ the specific in forwarding this material to Bob, or indicate to him that you plan on proposing a plan on the general problem.

LH:lm

June 8, 1971

MEMORANDUM FOR:

GORDON STRACHAN

FROM:

LARRY HIGBY

Whatever happened on the brochure that was being put together for Haldeman to take a look at regarding the Campaign Committee soliciting funds or something like that?

LH:lm

June 8, 1971

MEMORANDUM FOR:

GORDON STRACHAN

FROM:

LARRY HIGBY

If Benham is not already doing so - and I think he is - we should make sure that he does an analysis of how Kennedy has picked up strength and Muskie lost it and any other analysis on Humphrey. As a result of the last several trial heats, which subgroups is Kennedy picking up in. Are they traditional Democratic groups or what. Let's make sure that the thorough analysis of the trial heats is done soon while it is still meaningful.

LH:lm

June 7, 1971

MEMORANDUM FOR:

GORDON STRACHAN

FROM:

LARRY HIGBY

To follow up on our conversation regarding the polls for Alabama and Indiana, we need to do some creative thinking here and get some good questions. For example, for Alabama we might ask what the problems are with bussing or some other local political problem that we are not even aware of.

For Indiana we might want to probe the areas of measures on public opinion with regard to the party problem we have there.

Also, the number of questions versus the amount charged has come up. What is the maximum amount of questions that we can ask for the price that we have been quoted? Is it 10 or 15 questions? If so, what is the basis for our price now? In short, how are they pricing out the questions?

Let's try and have this poll in by Tuesday noon, June 8.

LH:lm

June 4, 1971

MEMORANDUM FOR:

GORDON STRACHAN

FROM:

LARRY HIGBY

I assume you will follow up with Magruder in making sure that Haldeman sees a copy of the finance brochure before it goes out.

LH:lm

1001

June 2, 1971

MEMORANDUM FOR:

GORDON STRACHAN

FROM:

LARRY HIGBY

Obviously, Haldeman is interested in getting going on some state by state plan. We should move rapidly to put our final polling plan together so that we have this included. Also, with regard to youth, Haldeman mentioned that we should wait until the War is over before doing any youth survey ourselves, however, we should now be doing some collection of information on general attitudes of youth.

GS:lm

June 2, 1971

MEMORANDUM FOR:

GORDON STRACHAN

FROM:

LARRY HIGBY

Below I have listed the points which I think were covered in yesterday's meeting with Benham that I feel we should be following up on:

1. We need to get a complete breakdown of the U.S. population into our demographics, both on a percentage and numbers basis;
2. At some future point, we need to start considering heavying up on special categories on certain questions, i.e., the possibility of doing a series of war questions and heavying up on the Jewish vote;

Also, we should be taking a look at the Jewish vote in terms of cumulative data from all our previous polls to see what our reading should be there;

3. Benham indicated that he was going to cross break the surveys on region, population and metropolitan areas with regard to the approval question to see where we have dropped;

On page 87, he also was going to consider doing a number 5 rating in addition to the strong and mild approval or strong and mild disapproval grouping that he did;

4. He also was going to do a breakdown on the shift of subgroups for the various trial heats that we have conducted;

5. As standard operating procedure, we should make sure we include the question with and without Wallace on all future state surveys; ~~and~~

6. One area that was not mentioned, but, I think we should check out is where we stand with regard to collection of data for our previous surveys and getting it all at ORC. Also, on other types of data analysis such as the interesting ones that Benham came up with in yesterday's meeting that we were not aware of, we should be made aware of them from Benham.

LH:lm