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41	5		<input checked="" type="checkbox"/>	Campaign	Memo	To: GS From: Bruce Kehrl RE: asking cost RE: Letter to Gordon Strachan From: Harry W. O'Neill in response to request about what it would cost to install additional WATS line facilities in office. Letter attached. 3pgs
41	5	8/17/1971	<input type="checkbox"/>	Campaign	Memo	To: Peter Flanigan, Larry Higby, Bob Marik From: Ed Harper (with handwritten notes to Ed Harper from L. Higby) RE: Coordination of State Polling. 1pg
41	5		<input checked="" type="checkbox"/>	Campaign	Memo	To: Larry Higby From: Gordon Strachan RE: list of standard questions to be asked of polling vendors and confirmation letters. Memo to Peter Flanigan From: Robert H. Marik RE: Polling attached. 5pgs

THE WHITE HOUSE  
WASHINGTON

Date \_\_\_\_\_

TO: G.S. Hold *[Handwritten signature]*

FROM: BRUCE KEHRLI

*So what is  
the cost to  
us?*

# OPINION RESEARCH CORPORATION

INTERNATIONAL HEADQUARTERS: PRINCETON, NEW JERSEY 08540

telephone: 609/924-5900

HARRY W. O'NEILL  
Senior Vice President

August 16, 1971

Mr. Gordon Strachan  
The White House  
1600 Pennsylvania Avenue  
Washington D.C. 20036

Dear Gordon:

This is in response to your request about what it would cost to install additional WATS line facilities here in our office so that we could conduct in either two or three days interviews with a thousand-case sample drawn from the following states:

California	New Jersey
Florida	New York
Indiana	Ohio
Illinois	Pennsylvania
Michigan	Texas
Missouri	Wisconsin

This sample would be a representative sample of those twelve states but would not permit a state-by-state analysis.

In order to complete 1,000 interviews over these twelve states in two days we would need a total of fourteen lines, in addition to what is now installed, the monthly charge for which is \$13,118. In order to complete 1,000 interviews over these twelve states in three days we would need a ten-line configuration, in addition to what is now installed, the monthly charge for which would be \$7,948. These are simply the costs for having the lines in place and do not include any of the costs of the research itself.

With the lines that we now have in place plus additional lines that we are usually able to rent when we need them at an outside source, we could probably handle the 1,000 interviews in the twelve key states in either two or three nights. The only time we would run into problems would be if, on short notice, we could not obtain the necessary lines from our outside source. To date, this has only happened to us on one occasion that I can recall; but it does exist as a possibility. Thus, to count on always having these outside lines available is a gamble, albeit a small one.

August 16, 1971

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When the campaign gets underway, if we are doing the "instant research" -- i.e., taking a sampling of key states every day -- then it is imperative that we have all the lines installed here at Princeton so that we are in a position of maintaining constant control and being able to change the questionnaire on a moment's notice and not risking any nonavailability of lines.

I hope this gives you the information you need. If you have any questions about this or need any more detailed information, please let me know.

Sincerely,

A handwritten signature in cursive script, appearing to read "Harry".

HWO/jfs

cc: Tom Benham -- ORC

THE WHITE HOUSE  
WASHINGTON

August 17, 1971

MEMORANDUM FOR PETER FLANIGAN  
LARRY HIGBY  
BOB MARIK

FROM: ED HARPER

SUBJECT: Coordination of State Polling

Ed -  
I sure agree -  
You, Maguire, &  
Strauch should follow  
up w/ Flanigan  
on this

Tom Evans of the RNC has suggested that the Republican Party could collectively save a lot of money on its state by state polling for 1972 if we made some effort to coordinate Republican candidates' polling efforts, and to standardize to some extent the format used in these surveys.

It might also be helpful if we could set up some kind of a poll coordination center where we could at least find out generally what kinds of polls are being done by various people, and perhaps thereby place questions one unit or another feels important to be asked at a particular time.

cc: John Ehrlichman  
Ken Cole  
ELH:ppd

L. Higby.

THE WHITE HOUSE  
WASHINGTON

FU 8/9

Date: 7/31

TO: Larry Higby

FROM: GORDON STRACHAN

I think you are asking for a list of standard questions to be asked of the polling vendors.

The questions appear on page 3.

Would you return for my files?

AS

CITIZENS FOR THE RE-ELECTION OF THE PRESIDENT  
WASHINGTON

SUITE 272  
1701 PENNSYLVANIA AVENUE, N.W.  
WASHINGTON, D. C. 20006  
(202) 333-0920

July 27, 1971

MEMORANDUM FOR: PETER FLANIGAN  
FROM: ROBERT H. MARIK  
SUBJECT: POLLING

Attached is the schedule of meetings with polling vendors, which has been arranged for August 9 and 10. (The individuals listed are those I spoke with on the telephone.)

The accompanying confirming letter was sent to each vendor. It was emphasized to them in the telephone conversation that we were most interested in probing their capabilities through an informal give-and-take discussion, although a brief formal presentation could be included if they desired.

Attachment

*Point to me that you should have specific Q's in mind so that you have a standard on which to*

cc: Jeb Magruder  
Gordon Strachan  
Ed DeBolt  
Bill Lowe

*Copy to each*

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Monday, August 9

- 9:30 a.m. - Decision Making Information  
Vincent P. Barabba
- 1:00 p.m. - Chilton Research  
Robert McMillan
- 3:00 p.m. - Market Opinion Research  
Robert Teeter

Tuesday, August 10

- 9:30 a.m. - Market Facts  
Omar Bendikas
- 1:00 p.m. - Cambridge Opinion Studies  
Richard Hochhauser
- 3:00 p.m. - Opinion Research Corporation  
Thomas W. Benham

CITIZENS FOR THE RE-ELECTION OF THE PRESIDENT

WASHINGTON

SUITE 272  
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July 27, 1971

Mr. Richard Hochhauser  
Cambridge Opinion Studies, Inc.  
625 Madison Avenue  
New York, New York 10022

Dear Dick:

This is to confirm our telephone conversation of yesterday regarding polling in the 1972 campaign. A meeting of up to two hours duration has been scheduled at 1 p.m. on Tuesday, August 10. The purpose of the meeting is not to discuss a detailed, comprehensive proposal for the campaign, but to allow us to become familiar, in depth, with the particular capabilities of Cambridge Opinion Studies, Inc. as they might apply to our plans in the polling area.

In particular, we would be interested in your recommendations and past experience relating to:

- (1) The type of polling information which should be provided to the campaign, particularly reflecting changes in the state-of-the-art since 1968.
- (2) How survey research can best be related to other campaign activities, such as media advertising, travel scheduling, field activities, etc.
- (3) Criteria for determining which voters should be the "target voters"; that is, those people who will vote in greater numbers for the President if particular emphasis is placed on them during the campaign.
- (4) Technical approaches to measuring and projecting eligibility vs. intention vs. likelihood of voting in November of 1972--among the total electorate, and within target voter segments of interest.
- (5) Analytical approaches to filtering "total" importance for national and local issues down to "leverage" issues expected to influence actual voting behavior.

(6) Analytical approaches to structuring target segments of the electorate for continuous "tracking"--on the basis of demographic or attitudinal groupings of interest.

If you need any additional information, please give me a call.

We look forward to seeing you on August 10.

Sincerely,

Robert H. Marik