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MEMORANDUM

THE WHITE HOUSE
WASHINGTON

DETERMINED TO BE AN
ADMINISTRATIVE MARKING
E.O. 12065, Section 3-102
By SP/ASL/NAR, Date 6-4-80

HIGH PRIORITY

~~CONFIDENTIAL~~

December 28, 1970

MEMORANDUM FOR: H.R. HALDEMAN
FROM: L. HIGBY *L*
SUBJECT: Telephone Poll

Attached are the questions that Derge proposes we use in the Telephone Poll that will start today.

I have sent to you under separate cover an explanation of the differences between our questions and Gallup's questions with regard to "Trial Heats". When we last discussed these differences you indicated that we should ask our questions both ways on the next poll to get a comparison. In talking to Derge he indicates that this is not a good idea for the following reasons:

1. In effect we will be asking a person to answer the same question twice - once as we're currently asking the question and again as Gallup is asking the question. This will not give us a valid series of responses in Derge's opinion.
2. If you wish to do this on the same poll he would suggest that you split the sample, asking 500 people the question one way and 500 the question the other way. This however would seriously impair the reliability of the poll for these questions.

Recommendation:

Because of the above, Derge suggests the following - We conduct this poll as indicated on the attached and do the poll on January 4 using the questions the way Gallup would do them. On this poll we ~~will~~ *will* have a registration question as part of the demographic

data, so that we will be able to cross check our method against Gallup's for registration.

In the next poll we will ask both the registration question and the identification question that Gallup asks to see if there are any noticeable discrepancies.

Sample for both polls will include 18 year old voters.
Approve Poll as indicated H

Approve plan for January 4 poll H

Release of Information:

Anticipating that you might want to release some of the information that we have obtained in this poll - particularly that concerning the record of the 91st Congress - I am meeting with Colson to work up a plan as to how we can best hang this on a reputable group and then have it released. I have also asked Derge to check into the technical complications with regard to Chilton and releasing part of a poll.