

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>
1	48	7/13/1970	<input type="checkbox"/>	Domestic Policy	Memo	From Chapin to Haldeman RE: detailed presidential approval ratings from across the nation. 2 pgs.
1	48	6/28/1971	<input type="checkbox"/>	Campaign	Memo	From Chapin to Haldeman RE: presidential approval ratings and other polls conducted by Gallup. 1 pg.
1	48	11/19/1970	<input type="checkbox"/>	Campaign	Memo	From Chapin to Haldeman RE: a presidential approval poll conducted by Gallup. 1 pg.
1	48	11/19/1970	<input type="checkbox"/>	Campaign	Memo	From Chapin to Haldeman RE: information from John Davies on the latest presidential approval rating poll conducted by Gallup. 2 pgs.

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1	48	10/15/1970	<input type="checkbox"/>	Campaign	Memo	From Chapin to Haldeman RE: a forthcoming Gallup Poll. 1 pg.
1	48	7/22/1970	<input type="checkbox"/>	Campaign	Memo	From Chapin to Haldeman RE: RN's fluctuating approval rate in a Gallup Poll. 1 pg.
1	48	7/15/1970	<input type="checkbox"/>	Campaign	Memo	From Chapin to Haldeman RE: a Gallup Poll pitting RN against Lindsay and Wallace. 1 pg.

July 13, 1970
Monday - 11:00 a.m.

MEMORANDUM FOR MR. H. R. HALLERMAN

FROM: Dwight L. Chapin

RE: Gallop Poll

The following is a regional breakdown of the Gallop Poll which came out last Sunday. The poll showed a national approval rate of 53% for the President; disapprove 31%; and no opinion 16%. It was released on July 13, 1970 and was taken for the period June 19 - 23, 1970.

	<u>Approve</u>	<u>Disapprove</u>	<u>No Opinion</u>
East	53%	34%	13%
Midwest	53	33	14
South	46	26	19
West	56	35	9

I asked John Davies of the Gallop Poll why the discrepancy between Gallop's Poll and the CBS Poll. I got the following answers:

1. Because of the telephone survey, it is weighted more heavily Republican.
2. The time period is later and happens to correspond with the President's trip to St. Louis and also his television appearance.
3. It is much harder to say approve, than it is to say you are satisfied with a job. The approval question is a stamp of approval whereas if you ask someone if they

are entitled, they are liable to say, "What the hell?
I'm entitled!"

This is Cella's answer to your question.

DLC:ny

June 28, 1971

MEMORANDUM FOR: MR. H. R. HALDEMAN
FROM: DWIGHT L. CHAPIN
SUBJECT: Gallup

I talked to the Gallup people today. I specifically asked whether or not they were going to do any polls among GOP County Leaders such as they had done with the Democratic County Leaders in Sunday's poll. The answer is no. They will not poll GOP County Leaders this year. They figure that there is no contest among the Republicans and that the only story there is among the Democrats.

The next RN popularity poll will be out the end of next week. Once again, on tentatives figures, the President's popularity is remaining the same. John Davies says that this is the most remarkable series of popularity polls that they have ever seen -- that this is the longest stretch virtually no change that they have ever registered -- and that his interpretation is that it is solid support and a fairly good sign -- in light of the New York Times controversy.

Regarding trial heats, they were not included in the last poll.

cc: ~~Mr. Bull~~
Mr. Strachan

November 19, 1970

file

MEMORANDUM FOR MR. H. R. HALDEMAN

FROM: DWIGHT L. CHAPIN

RE: Gallup Poll

John Davies of Gallup called this afternoon to say that on a sample of 1609 which is "unweighted" the President comes out with a 57% approve; 30% disapprove; and 13% no opinion. They are going to "weight" it tomorrow, so it may drop or gain 1 more percentage point but no more.

John is going to write the story and he maintains that the change of one or two percentage points from the last poll is insignificant.

I will be unable to get the final weighted figure until Monday since Davies is going to be out of town tomorrow and unavailable over the weekend.

John made a very specific point of mentioning that due to the long lead time before the poll is published it is very important that we not release the details or publicize them in any way. He then stated that "we" (I believe that he means George Gallup and himself) are under continuing pressure to discontinue giving this information to us. He did not clarify this point any further. John did make the point that during the Johnson Administration they cooperated and gave them preliminary information but that it had to be discontinued when they found that LBJ was leaking the information to the press ahead of time.

I know that our temptation is going to be to leak this material at some point in the future. What we need to do is to figure out how to skillfully merchandise those polls that are favorable to us once they have been published and to try and avoid the desires of some to put it out ahead of time.

CC: Mr. Bull
DLC:ny

November 19, 1970

MEMORANDUM FOR MR. H. R. HALDEMAN

FROM: DWIGHT L. CHAPIN

RE: Gallup

The following is a preliminary report on the Gallup Poll which was taken last weekend.

The poll is not yet completely tabulated. Out of a sample of 890, the best guess that they can come up with is that the President's approval rate will be 58%. John Davies warns that it could fluctuate anywhere from 56 to 60% but that his best educated guess is 58%.

For the poll they took October 9 - 13, 1970, the President's approval rate was 58% and the disapproval rate was 27%. Therefore, it can be said that there has been no change in the President's popularity in light of the President's efforts during the election.

John Davies and I discussed why the President's popularity did not drop in light of the criticism he has taken in the media. It is Davies' opinion that all the "experts" would guess that the President's popularity would drop. However, Davies maintains the reason the President did not drop in popularity is the reaction of the public to a visible President. He feels that when they see a man in action like during a campaign, a crisis, an international conference or when he goes on television a lot, it serves to keep his popularity up. Davies feels that the President's campaign efforts reflected an energetic President and one who stood up for what he believed in and therefore the public is willing to give him a vote of confidence.

Davies added his own personal comment that no matter what the media and the Democrats say, it was obviously a victory for the President was able to hold a possible Republican slide to a minimum. If it had not been for the economy, the President would have undoubtedly defied tradition and it would have been a banner year for the Republicans.

CC: Mr. Bull
DLG:ny

2.

According to John Davies, the results of this poll will be published a week from Sunday. Davies will be writing it this weekend. The promotion has already gone out so they are locked into issuing it.

October 15, 1970

MEMORANDUM FOR MR. H. R. HALDEMAN

FROM: DWIGHT L. CHAPIN

RE: Gallup Poll

The Gallup Poll which is supposed to come out this Sunday will show the President with an approval of 59%; disapproval of 27%; and 14% no opinion.

I mentioned a poll taken the same weekend and John immediately asked if it was a telephone poll and I said yes. He said then he would expect it would be a 67% approval rate. His opinion is that there is a 5 to 10% air factor in favor of the Republicans on a telephone poll sampling.

Their story will not refer to the 51% approval rate which was in their last poll and which went unpublished. He pointed out that due to some experimenting and to a greater frequency of popularity polls that they have put the approval question at the very end of the survey. This is the reason we ended up with the low 51% figure, according to John. Therefore, that poll will be dropped and will never be published even in the index.

DLC:ny

cc: S. Bull ✓

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July 22, 1970

MEMORANDUM FOR MR. H. R. HALDEMAN

FROM: Dwight L. Chapin

RE: Gallup Poll

Gallup does not have its final figure yet for the last popularity poll which they took. John Davies does advise, however, that it looks like the approval rate will be 61%. I asked him if he thought it would go down to 59% and he said, "No, I won't let that happen." He says that it is fluctuating between 60 and 62% approval and that he thinks it will end up at 61%.

He is going to give me the final figures tomorrow.

The poll will either be released a week from tomorrow, a week from this coming Sunday, or a week from this coming Monday. They have just not worked out their release schedule yet.

*Stephen B
Bull*

July 15, 1970

MEMORANDUM FOR MR. H. R. HALDEMAN

FROM: Dwight L. Chapin

RE: Gallup Poll

The Gallup Poll has survey which will be published this weekend which has the President pitted against Lindsay and Wallace - Lindsay being the Democrat. It was taken among all registered voters and breaks down as follows:

President	46%
Lindsay	29%
Wallace	14%

The Lindsay 29% figure only puts him 7 points behind Muskie who the current favorite of the rank and file Democrats. This fact will be pointed out in the text of the story.

For your information, Gallup will not be adding the 18-year-old vote factor into a survey until probably after the election. The main reason on this is the financial problems in doing so since it would involve changing the sampling throughout the whole Gallup organization, which includes the commercial parts.

It seems to me that we have the making of an issue here. I am not sure it is one which works in our favor, but in terms of a general attack against the polling industry or one of several attacks, this one could be slipped in as a factor. The other consideration may be that it is in our best interest that the 18-year-old factor will not be considered in the Gallup Polls.

DLC:my