

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>
2	62	3/23/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Chapin to Haldeman RE: Gallup figures. 2 pgs.
2	62	3/16/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Chapin to Colson RE: Gallup in Washington, D.C. Carbon copy to Gordon Strachan. 1 pg.
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March 23, 1971

MEMORANDUM FOR: MR. H. R. HALDEMAN

FROM: DWIGHT L. CHAPIN

Following are the final Gallup figures which will be released either this coming Sunday or a week from Thursday.

50% Approve  
37% Disapprove  
13% No Opinion

This breaks down as follows:

	<u>APPROVE</u>	<u>DISAPPROVE</u>	<u>NO OPINION</u>
EAST	49%	39%	12%
MIDWEST	46%	38%	16%
SOUTH	56%	32%	12%
WEST	47%	41%	12%

Gallup gave me the trial heat information which they consider to be the most confidential information they have. It comes out as follows:

NIXON	43%	NIXON	46%
MUSKIE	39%	HUMPHREY	36%
WALLACE	12%	WALLACE	12%

NIXON	46%
KENNEDY	38%
WALLACE	11%

When they release this story, they will do the trial heats as the main part of the story with Presidential popularity secondary.

~~CONFIDENTIAL~~

March 16, 1971

MEMORANDUM FOR: CHARLES COLSON  
FROM: DWIGHT CHAPIN  
SUBJECT: GALLUP-WASHINGTON, D.C.

You asked that I check to see whether Gallup was going into the private polling business here in Washington with a Mr. Albert Cantrell.

I talked with John Davies at the Gallup Poll. He said that they did not have a subsidiary in Washington. When I mentioned the name Albert Cantrell, he said, well Mr. Cantrell is not directly affiliated. However, he points out that people in the Gallup Company are involved with Cantrell. He said that they may utilize the Gallup Sample - the same Sample that is used for the poll on Presidential Popularity. They have the practice of tying commercial work to this Sample at the present time.

He said the Cantrell group was an excellent group in terms of research capabilities. Evidently Mr. Cantrell is working with a Mr. Charles Rolle of the Gallup organization. Rolle has worked for Senator Howard Baker in the past and also for Governor Rockefeller.

I pointed out that it sounds to me like they are affiliated with the Washington group. I guess it's all semantics but in any case, there is some kind of a relationship between Cantrell and Gallup.

CC: Gordon Strachan

CONFIDENTIAL

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