

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	63	1/4/1971	<input type="checkbox"/>	Domestic Policy	Memo	From unknown to Chapin RE: Gallup Poll. 1 pg.
2	63	1/4/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Chapin to Haldeman RE: conversation with Gallup organization. Handwritten notes added by unknown. 1 pg.
2	63		<input checked="" type="checkbox"/>	Domestic Policy	Other Document	Second page of a document discussing public opinion and Gallup Polls. Handwritten notes added by unknown. 1 pg.
2	63		<input checked="" type="checkbox"/>	Domestic Policy	Other Document	Carbon copy of the second page of a document discussing public opinion and Gallup Polls. Handwritten notes added by unknown. 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>
2	63	11/19/1970	<input type="checkbox"/>	Domestic Policy	Memo	From Chapin to Haldeman RE: Gallup. Carbon copy to Bull. 1 pg.
2	63	7/22/1970	<input type="checkbox"/>	Domestic Policy	Memo	From Chapin to Haldeman RE: Gallup Poll. 1 pg.
2	63		<input checked="" type="checkbox"/>	Domestic Policy	Other Document	Slip of paper from "Nell" to Chapin RE: Gallup Poll. 1 pg.
2	63	7/15/1970	<input type="checkbox"/>	Domestic Policy	Memo	From Chapin to Haldeman RE: Gallup Poll. Handwritten notes added by unknown. 1 pg.
2	63	7/15/1970	<input type="checkbox"/>	Domestic Policy	Memo	Carbon copy of a memo from Chapin to Haldeman RE: Gallup Poll. Handwritten notes added by unknown. 1 pg.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

January 4, 1971

60

MEMORANDUM FOR DWIGHT L. CHAPIN

REMINDER-- Call the Gallup People on Monday, January 4 to give them figures from our recent poll showing Presidential approval rate of 60 percent, 33 percent disapprove, and 7 percent no opinion. This poll takes into account the 18-year-old voter. One would suspect that with the 18-year-old voter included, our pool would have gone down rather than up. This increase of 60 percent is over a figure of the last poll of 55 percent approve, 31 disapprove, 14 no opinion.

Over the last poll we can see that there has been a drop of 7 percent in the no opinion. This is probably due to the Press Conference and it broke out five to the approval and two percent disapproval.

When I talk to John Davies, I must try to encourage Gallup to do the trial heats with and without Wallace. Before I go to them on this, HRH wants to recheck to make certain it is a good idea for us to do this.

We will be polling next week after the President's television broadcast on Tuesday or Wednesday.

*Mr Chapin -
This is how
this sounded.
N.*

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

January 4, 1971

C
HIGH PRIORITY

MEMORANDUM FOR: MR. H. R. HALDEMAN

FROM: DWIGHT L. CHAPIN *DA*

I plan on calling the Gallup people today. You had mentioned on Friday that I should encourage them to do the trial heat races with and without Wallace. Then on second thought, you said maybe you had better recheck to see whether or not this was a good idea.

Do you have any guidance on this?

*Yes - suggest they do it.
I tell them our polls
show very interesting data
on this.*

the twenty-ninth.

Approve H Disapprove _____

2. I believe that the people generally want to know that a President is sensitive to public opinion. The President should be very philosophical about this Gallup Poll. For example, the criticism in the media has not bothered him since he feels it did not accurately register how the people feel. This is a subtle point but it reflects a good attitude and a "Presidential way" of looking at things. Therefore, Monday would probably be a good day to have in one or two of the more friendly columnists. I am thinking of someone like Dick Wilson or William White. The President could do a superb job of getting across the attitude which would serve him well if a column were to be written on it.

3. Herb Klein should suggest that an editorial be written for Monday evening's Star. Herb could suggest this to some senior person at the Star Sunday after he reads the poll. Having an editorial pointing out the President's 57% approval rate in the Star would help get the point across to Congress that perhaps the President's campaigning efforts did not hurt his popularity in the country.

*Good
but now
about a
TV commentator - IC Reason*

4. Herb Klein should call William Randolph Hearst, Jr. and have him write a column taking on the critics of the President within the media by using the Gallup poll to clobber those prophets of doom who were already predicting a Nixon defeat in 1972.

Approve H Disapprove _____

*Smith
Seminole*

This Saturday at Herb Klein's morning meeting, I will give the group the results of the poll and we can crank some additional ideas.

the twenty-ninth,

Approve _____ Disapprove _____

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Approve _____ Disapprove _____

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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

DLC:ny

DETERMINED TO BE AN
ADMINISTRATIVE MARKING

E.O. 12065, Section 6-102

By WJ NARS, Date 4-10-22

July 22, 1970

CONFIDENTIAL

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.

MR. CHAPIN



Mr. Haldeman, according to Larry,
is under the impression that another
poll will be out this Sunday (Gallup)
on the President's popularity.

Is this true? Write memo to HRH saying

no poll

Other

Nell

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

July 15, 1970

MEMORANDUM FOR MR. H. R. HALDEMAN

FROM: Dwight L. Chapin *dlc*

RE: Gallup Poll

*What about
RV
approval?*

The Gallup Poll has ^a 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 is 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.

July 15, 1970

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DLC:ny