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</table>
MEMORANDUM TO: H. R. HALDEMAN

SUBJECT: VENDOR SURVEY

I. BACKGROUND

All known Republican vendors of survey research were asked to respond to eighteen questions concerning their capabilities (see Appendix A). A brief summary of the twelve responses was made by Dr. David R. Derge and Mr. William Low (see Appendix B). Detailed documentation is available.

II. FINDINGS

Six of the twelve vendors seem to have the demonstrated or promised capabilities for national political field and/or telephone surveys.

a. Opinion Research Corporation (Princeton, New Jersey)

This company did the survey work for the RNC/Goldwater campaign in 1964 and for the Nixon-Agnew Committee in 1968 under the direction of Dr. Derge. Since that time it has done five field surveys and some telephone surveys. They are scheduled to do three national surveys for the Domestic Council and another national field study for RNC.

b. Chilton Research (Philadelphia, Pennsylvania)

This company has done more than fifteen national telephone surveys for RNC and other Republican clients since 1969. While they indicate the capability of national field surveys and have done these for non-political clients, we have never used them for field work.

c. Market Opinion Research (Detroit, Michigan)

Political work by this company has been limited to state studies. They report national studies of a non-political nature. If possible, this group might be asked to conduct a national field or telephone survey on a one-time basis for our evaluation.

d. Decision-Making Information (Los Angeles, California)

DMI has been heavily used by A.M.P.A.C. in state and Congressional district studies and its one national political study may have been for A.M.P.A.C. It is reported that all DMI stock owned by Spencer -
Roberts has been recently purchased by DMI. This group has been dynamic and innovative in its work and development. One of its clients in the past has been Governor Reagan. DMI might be asked to do a national field or telephone survey on a one-time basis for our evaluation.

e. **Market Facts (Chicago, Illinois)**

This is a large research company which has done some political work, but has never been used for national political surveys. Its prospectus is impressive. This group might be asked to do a national field or telephone survey on a one-time basis for our evaluation.

f. **Cambridge Opinion Studies (New York, New York)**

This company has done state and Congressional district studies and reports one national study for Mr. Len Garment. They report capabilities which would support a national survey effort. This group might be asked to do a national field or telephone survey on a one-time basis for our evaluation.

### III. RECOMMENDATIONS

a. If a single-vendor strategy is selected, ORC should be that vendor for most, if not all, political work.

b. If a back-up vendor to ORC as a single vendor is to be developed, Chilton should be chosen for the telephone surveys and the field back-up should come from Chilton, MOR, DMI, Market Facts, or Cambridge. The final decision should come after the back-up firm has been tried out in an actual survey and its work has been evaluated.

c. Another possibility would be ORC as the single vendor for field work and Chilton as the single vendor for telephone surveys.

d. Another approach could be used if preliminary surveys are conducted in battleground states in 1971. All six vendors could be tested and evaluated by state surveys and their capabilities for satisfactory work determined.

e. If a multi-vendor strategy is selected, the following distribution could be made of work described in my November 17, 1970 memorandum to H. R. Haldeman:

1. "A. I. Rapid response telephone surveys". Pass around to all six vendors claiming this capability.

2. A. II. Studies of public perception of the President as an individual and head of state". ORC has the contract for the first of these. If a follow-up is done in 6-9 months one of the other five vendors could be tried out.
3. "A. III. Issue studies". I understand Domestic Council is using ORC for these.

4. "A. IV. Data base for campaign simulation program". Any of the six vendors could be used.

5. "A. V. Battleground state studies". These could be divided among the six vendors according to their past experiences in the selected states. Standard questionnaires and reporting formats would be imperative and careful coordination by Dr. Derge or someone else would be necessary.

6. "A. VI. Study of beliefs about the political parties, the political process, politicians, and political participation". Any of the six vendors could be used.

7. "A. VII. Instant research for the Presidential election". I recommend either ORC or Chilton.

IV. CONCLUSIONS

My personal recommendation is the single-vendor strategy or the single-vendor-with-back-up strategy. Management problems are reduced, past findings are more easily interfaced with current findings, and there are fewer chances for slip-ups. This means ORC as single-vendor or a combination of ORC and Chilton. Other vendors could be utilized on an experimental basis as the opportunities arise, for example, in preliminary studies of battleground states in 1971. In any event, the strategy chosen should be subject to constant review and changed when indicated.

DAVID R. DERGE
APPENDIX A

1. How long has your firm been in business?

2. How large is it in terms of total billings? What proportion of your firm's work is in the area of political research? What is the nature of the firm's non-political research work in terms of both volume and stability?

3. How many professional staff members does your firm have? Please give names and biographical information for major personnel.

4. How many full-time employees do you have?

5. Is your firm fully integrated in terms of ability to handle all phases of a study from beginning to end using only its own personnel.

<table>
<thead>
<tr>
<th>Sampling</th>
<th>Data Processing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interviewing</td>
<td>Printing</td>
</tr>
<tr>
<td>Coding</td>
<td>Art Work</td>
</tr>
<tr>
<td>Analysis</td>
<td></td>
</tr>
</tbody>
</table>

6. Does your firm have the capability of conducting nationwide studies or does it specialize in local or regional work? Please give specific examples of nationwide surveys and statewide surveys completed in the last two years with references who can be contacted about the firm's work.

7. Does your firm have a large staff of interviewers on whom it maintains continuing records or does it rely on local supervisors or other interviewing organizations to provide interviewers? What is the normal number of interviewers assigned to each supervisor?

8. How much effort, if any, does your firm devote to maintenance and upgrading of its field interviewing force? Is there a person or persons on the firm's staff who is responsible for interviewer recruitment and training on a full-time basis?

9. Does your firm have the capability of conducting probability sampling studies or does it rely only on loosely structured quota sampling?

10. Does your firm routinely validate a proportion of interviewers' work with greater than routine validation for new interviewers, suspicious cases, etc.?

11. Does your firm use a series of quality controls to detect errors in coding, key punching, tabulation, etc.? How stringent are these controls? What are they?

12. Are all reports, tables, etc., checked for accuracy and validity before the results of a study are delivered to your client?

13. Does your firm have a record of on-time delivery of useful research data in large-scale studies with short deadlines? What is your usual lead time (from receipt of instrument to delivery of report) for national field surveys? For state surveys? For telephone surveys on the national and the state level?
14. Does your firm have a reputation for integrity and for keeping all research findings and client information completely confidential?

15. Is it your firm's policy to work for candidates of both parties?

16. What new research techniques has your firm developed or adopted specifically for use in political research?

17. What in-house capability does your firm have for rapid turnaround national telephone surveys?

18. Will your firm's overall research program include enough regular national surveys so that a partial survey (1-10 items) can be purchased on a piggyback arrangement?
## Appendix B: Survey of Republican Survey Vendors (Alphabetically)

<table>
<thead>
<tr>
<th>Vendor</th>
<th>Business Years</th>
<th>Total Billings</th>
<th>Political Billings</th>
<th>Professional Staff</th>
<th>Total Full-Time Employees</th>
<th>Start to Finish Capability In-House</th>
<th>National Capability Claimed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bucci</td>
<td>6</td>
<td>$600,000</td>
<td>no ans.</td>
<td>11</td>
<td>no</td>
<td>no</td>
<td>yes</td>
</tr>
<tr>
<td>Cambridge</td>
<td>34</td>
<td>$600,000</td>
<td>$3 mil.</td>
<td>9</td>
<td>9</td>
<td>no</td>
<td>yes</td>
</tr>
<tr>
<td>Central</td>
<td>14</td>
<td>$1 mil.</td>
<td>$100,000</td>
<td>2</td>
<td>2</td>
<td>no</td>
<td>yes</td>
</tr>
<tr>
<td>Chilton</td>
<td>2</td>
<td>est.</td>
<td>no ans.</td>
<td>5</td>
<td>5</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>D.M.I.</td>
<td>11</td>
<td>$7.8 mil.</td>
<td>$700,000</td>
<td>45</td>
<td>45</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>Bowles</td>
<td>25</td>
<td>$7 mil.</td>
<td>$1 mil.</td>
<td>12</td>
<td>12</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>Facts</td>
<td>4</td>
<td>$3 mil.</td>
<td>$1 mil.</td>
<td>90</td>
<td>90</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>M.O.R.</td>
<td>33</td>
<td>$7 mili</td>
<td>$100,000</td>
<td>211</td>
<td>211</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>O.R.C</td>
<td>9</td>
<td>no</td>
<td>no ans.</td>
<td>47</td>
<td>47</td>
<td>yes</td>
<td>yes</td>
</tr>
<tr>
<td>Premack</td>
<td>6 months</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

- **1. Years in Business:**
  - Bucci: 9
  - Cambridge: 6
  - Central: 34
  - Chilton: 14
  - D.M.I.: 2
  - Bowles: 11
  - Facts: 25
  - M.O.R.: 4
  - O.R.C: 33
  - Premack: 9

- **2. Total Billings:**
  - Bucci: $600,000
  - Cambridge: $600,000
  - Central: $3 mil.
  - Chilton: $1 mil.
  - D.M.I.: $100,000
  - Bowles: $7.8 mil.
  - Facts: $7 mili
  - M.O.R.: $700,000
  - O.R.C: $1 mil.
  - Premack: no ans.

- **3. Political Billings:**
  - Bucci: no ans.
  - Cambridge: $240,000
  - Central: $180,000
  - Chilton: $150,000
  - D.M.I.: $500,000
  - Bowles: $30,000
  - Facts: $224,000
  - M.O.R.: $175,000
  - O.R.C: $700,000
  - Premack: 30-40%

- **4. Professional Staff Listed:**
  - Bucci: 2
  - Cambridge: 11
  - Central: 9
  - Chilton: 40
  - D.M.I.: 15
  - Bowles: 2
  - Facts: 5
  - M.O.R.: 45
  - O.R.C: 12
  - Premack: 9

- **5. Total Full-Time Employees:**
  - Bucci: no ans.
  - Cambridge: 16
  - Central: 30
  - Chilton: 100
  - D.M.I.: 30
  - Bowles: no ans.
  - Facts: no ans.
  - M.O.R.: 290
  - O.R.C: 45
  - Premack: 211

- **6. Start to Finish Capability In-House:**
  - Bucci: no
  - Cambridge: no
  - Central: yes
  - Chilton: yes
  - D.M.I.: yes
  - Bowles: no
  - Facts: no
  - M.O.R.: yes
  - O.R.C: yes
  - Premack: yes

- **7. National Capability Claimed:**
  - Bucci: claims
  - Cambridge: cap.
  - Central: no past experi-
  - Chilton: ence
  - D.M.I.: yes
  - Bowles: but
  - Facts: no
  - M.O.R.: pol.
  - O.R.C: yes
  - Premack: studies
  - yes
  - Field: yet
  - Telephone: yes

- **Phone:**
  - Bucci: no
  - Cambridge: yes
  - Central: yes
  - Chilton: yes
  - D.M.I.: yes
  - Bowles: no
  - Facts: no
  - M.O.R.: yes
  - O.R.C: yes
  - Premack: yes

- **Doubtful:**
  - Bucci: doubtful
  - Cambridge: doubtful
  - Central: doubtful
  - Chilton: doubtful
  - D.M.I.: doubtful
  - Bowles: doubtful
  - Facts: doubtful
  - M.O.R.: doubtful
  - O.R.C: doubtful
  - Premack: doubtful

- **1 Natl. Cap:**
  - Bucci: 1 natl. cap.
  - Cambridge: 1 natl. cap.
  - Central: 1 natl. cap.
  - Chilton: 1 natl. cap.
  - D.M.I.: 1 natl. cap.
  - Bowles: 1 natl. cap.
  - Facts: 1 natl. cap.
  - M.O.R.: 1 natl. cap.
  - O.R.C: 1 natl. cap.
  - Premack: 1 natl. cap.

- **Doubtful:**
  - Bucci: doubtful
  - Cambridge: doubtful
  - Central: doubtful
  - Chilton: doubtful
  - D.M.I.: doubtful
  - Bowles: doubtful
  - Facts: doubtful
  - M.O.R.: doubtful
  - O.R.C: doubtful
  - Premack: doubtful
|---|-------|-----------|---------|---------|--------|--------|--------|-------------|---------|--------|---------|-------------|
| 7. Field Interview  
Procedure appearance  
Satisfactory doubtful | yes | yes | yes | yes | yes | doubtful | doubtful | yes | yes | yes | yes | yes |
| 8. Satisfactory program to maintain & upgrade interviewers  
Yes but only | no | yes | staff only | yes | yes | no ans. | no | yes | yes | yes | no ans. | no |
| 9. Capability for probability sampling  
Yes but not pol. on probl. sampling | no | yes | most pol. | yes | yes | Mass. only | yes | yes | yes | yes | no ans. | yes |
| 10. Always validate interviewers' work  
Yes given | no ans. | yes | yes | yes | no % | no | yes | yes | yes | yes | yes | yes |
| 11. Satisfactory quality control on coding, key punching, & tabulating  
No key punch  
Limited control | no ans. | yes | limited | yes | yes | no ans. | yes | yes | yes | yes | no ans. | yes |
| 12. Always validate reports & tables  
Yes given | no ans. | yes | yes | yes | yes | no ans. | yes | yes | yes | yes | yes | yes |
|                  | Bucci | Cambridge | Central | Chilton | DMI | Dorr | Lewis | Bowles | Facts | MOR | ORC | Premack | Survey
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</thead>
<tbody>
<tr>
<td>13. Lead time for:</td>
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<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>National field surveys</td>
<td>no ans.</td>
<td>2 wks.</td>
<td>2-4 wks.</td>
<td>6 wks.</td>
<td>3-7 wks.</td>
<td>Mass. only</td>
<td>none</td>
<td>4-10 wks</td>
<td>6 wks.</td>
<td>4-5 wks.</td>
<td>8-12 wks.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>National Phone surveys</td>
<td>no ans.</td>
<td>3 days</td>
<td>none</td>
<td>2-4 days</td>
<td>1-3 days</td>
<td>none</td>
<td>4 days</td>
<td>3 days</td>
<td>4-5 days</td>
<td>1-6 wks.</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>State Field surveys</td>
<td>no ans.</td>
<td>5 days</td>
<td>2-4 wks.</td>
<td>6 wks.</td>
<td>3-7 wks.</td>
<td>Mass. only</td>
<td>4 wks</td>
<td>3-6 wks</td>
<td>3 wks.</td>
<td>4-5 wks.</td>
<td>2 days (doubtful)</td>
<td>6-3 wks.</td>
<td></td>
</tr>
<tr>
<td>State Phone surveys</td>
<td>no ans.</td>
<td>3 days</td>
<td>none</td>
<td>2-4 days</td>
<td>1-3 days</td>
<td>none</td>
<td>4 days</td>
<td>3 days</td>
<td>4-5 days</td>
<td>1-6 wks.</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>15. Work for</td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>GOP only</td>
<td>no</td>
<td>yes</td>
<td>95%</td>
<td>GOP</td>
<td>yes</td>
<td>yes</td>
<td>yes to date</td>
<td>no ans.</td>
<td>no</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>non-partisan</td>
</tr>
<tr>
<td>16. Claim to have</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
<td>no</td>
<td>no</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>4 days</td>
<td>yes</td>
</tr>
<tr>
<td>new techniques</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>no</td>
<td>no</td>
<td>no</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td>yes</td>
<td></td>
</tr>
<tr>
<td>17. In-house capability</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>for natl. phone surveys</td>
<td>no</td>
<td>yes</td>
<td>none</td>
<td>yes</td>
<td>planned for June 1971</td>
<td>no</td>
<td>no</td>
<td>yes</td>
<td>yes</td>
<td>every 2 months</td>
<td>doubtful</td>
<td>no</td>
<td></td>
</tr>
<tr>
<td>18. Purchase of piggy-back questions possible</td>
<td>no</td>
<td>no</td>
<td>no</td>
<td>natl.</td>
<td>yes</td>
<td>yes</td>
<td>no ans.</td>
<td>no</td>
<td>yes</td>
<td>yes</td>
<td>irregular basis</td>
<td>yes</td>
<td>no</td>
</tr>
</tbody>
</table>