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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>
46	43	7/9/1970	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: information on polling involving Magruder and Derge and the circulation of poll results. Handwritten note added by unknown. 1 pg.
46	43	1/7/1970	<input type="checkbox"/>	Campaign	Memo	From Higby to Haldeman RE: a proposed survey from Derge and Dent and Magruder's suggestions on how to improve it. Handwritten note added by Haldeman. 1 pg.

July 9, 1970

MEMORANDUM FOR H. R. HALDEMAN

FROM : LARRY HIGBY *L*

SUBJECT: Polls

To get control of the Poll situation, I would suggest the following procedure.

1. Magruder continue to do the basic staff work on the poll as he has done. Once the basic questionnaire is completed, he no longer be involved in any of the process. ✓
2. The final questionnaire be submitted to you for approval. ✓
3. The poll be taken and the results reported back only to you. ✓
4. The poll be washed as *by whom?* appropriate and copies made available for use here and use by the Republican National Committee.
5. Have it clearly understood with Derge that no results nor indication of when results will be available is made to anybody else at the White House outside of your office. ✓
6. I continue to negotiate with Derge on telephone polls and any other financial arrangements surrounding the polls. ✓

An alternate to this would be for the poll to be prepared directly here in your office. I do not feel this is necessary since Magruder is doing a good job on this now and I believe, frankly, enjoys the work. It is important, however, that we make sure by riding herd on Jeb that the poll is properly staffed so we have adequate inputs from Kissinger, Ehrlichman, Dent, Chotiner, etc.

Approve Proposal
 Approve Alternate
 Other

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

*Lead should not be
away rating.*

~~DRAFT~~

January 7, 1970

MEMORANDUM FOR H.R. HALDEMAN

FROM : LARRY HIGBY

*Problem of
favorable
rating -
re Agnew*

Attached is your copy of the Derge survey together with suggestions on which areas of the material contained in the survey we might want to omit in the version that goes to the Republican National Committee.

Dent and Magruder suggest the following questions be omitted. (Question 2 page iii) - It is felt that this question dealing with the general evaluation of the Nixon Administration could be misinterpreted to mean that we have a 50-50 split with the public. It is also suggested that pages 4 and 5 which are the specific break-downs and detail on this question be omitted.

Question 7, page XI - this is the question dealing with the country's progress, however it is suggested that the sections on specific issue evolved in this evaluation be left in. It is felt that question 1 of Part VII dealing with the Vice President's individual rating should be omitted.

In addition, based on talking to Dr. Derge and my own recommendations you may wish to omit or at least take a hard look at the following question before forwarding them to the Republican National Committee.

Page 72 and 73 Dealing with the amount of facts that we are presenting about Vietnam.

Part VI The entire appraisal of the President

Part VII The appraisal of Vice President Agnew