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THE WHITE HOUSE

WASHINGTON

February 22, 1971

MEMORANDUM FOR: H. R. HALDEMAN

FROM: CHARLES W. COLSON *WCZ*

SUBJECT: Harris Poll Results

In response to Larry's memo about the Harris Poll, I don't think we will accomplish much by confronting Harris and pointing out that his poll results are off base. He has consistently argued that his results will always be different than Gallup's (or anyone else's), inasmuch as he uses a different technique. He thinks Gallup is wrong. Obviously, we can't make a frontal assault on this. What is at issue is the statistical sample. Personally, I think both Harris and Gallup are wrong, but that is their professional judgment - in Gallup's case honest and, in Harris', corrupt.

As to the two most outrageous things which Harris used to do, the positive/negative breakdown, and the timing of the releases, he has changed both of these. All of his polls now show the actual percentage of answers to the actual questions as well as the positive/negative interpretation. Moreover, he is releasing on the uptick as well as the down.

I am personally willing (in fact, eager) to face him down again, but I don't think it will accomplish anything. What might have an impact, however, are more articles hitting his credibility. I know from Lufkin that he was terribly disturbed over the Thimmesch piece which I planted around the time I saw him last year. He is proud and arrogant and press comments challenging his veracity can really get to him. This is the approach I recommend.