

Richard Nixon Presidential Library  
 Contested Materials Collection  
 Folder List

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41	1		<input checked="" type="checkbox"/>	Campaign	Report	Draft (author unk) with handwritten notes RE: "Trial Heat Poll." 1pg
41	1		<input checked="" type="checkbox"/>	Campaign	Other Document	Handwritten notes (author unk) RE: the Harris Family Issues - In Depth Poll and the Gallup Poll. 2pgs
41	1		<input checked="" type="checkbox"/>	Campaign	Other Document	Possible draft (author unk) RE: "Suggested Questions for Trial Heat Poll." 3pgs
41	1		<input checked="" type="checkbox"/>	Campaign	Other Document	Handwritten notes (author unk) RE: revision to follow-up Roper "right track/wrong track" question. 2pgs
41	1		<input checked="" type="checkbox"/>	Campaign	Report	Draft of incomplete report with handwritten notes (author unk) RE: question areas offered but not asked for the Wrap Up Poll. 2pgs
41	1		<input checked="" type="checkbox"/>	Campaign	Other Document	Handwritten note (author unk) of suggested questions RE: television appearance and racial bias. 1pg
41	1	8/9/1971	<input type="checkbox"/>	Campaign	Memo	To: Gordon Strachan From: L. Higby RE: the August and September polls. 1pg

*Memo  
MFA  
From  
Subject*

*Mr. Haldem  
Gordon Strahan*

Trial Heat Poll

Dr. Derge and Tom Benham produced recommendations for a poll to assess the strengths of the Democratic contenders and the effect of third and fourth party candidates. Derge suggests running two ways and three way trial heats so that a cross-tabulation could "identify which persons shift to Wallace from RMN or the Democrats in a three-way race." Benham urges the use of the "familiarity/favorability" questions as well as fourth party options. If the questionnaire probed the two, three, and four way trial heats with Muskie, Kennedy, Humphrey and McGovern as the Democrats and Eugene McCarthy and Shirley Chisholm as the fourth party candidates, the polling would take two days and the results would be available on the third day. A suggested questionnaire is attached.

*some of these* However, *there are several* other possible areas *that could be substituted* for this trial heat *poll include:* *intensity of interest in defense expenditures; the intensity of approval/disapproval of the P;*

Haldeman's Suggestions

The defense-intensity of interest questions  
The intensity of approval/disapproval of the P

Higby's Suggestions

The relative strength of Connally and Agnew on the ticket  
Roper "right-track-wrong track" probing

② ~~Address~~

→ You suggested that the public's interest in defense expenditures ~~comp~~ should be probed by ~~comparing~~ asking whether they would <sup>be</sup> willing to maintain a strong defense ~~if~~ even if it meant giving up programs for other things, etc." This area is being explored by the Harris Family Issues - In Depth Poll, the results of which are due next week. These Harris questions are attached should you decide that comparative results would be useful.

→ You also suggested that following

the Presidential approval question, the level of intensity should be explored as Gallup did in the September 13 press release. The poorly worded Gallup question and the Benham alternative are attached.

~~VP  
com  
Rt  
CS~~  
Harry Higby suggested that we probe the relative strength of Agnew and Connally as Vice Presidential candidates. However, he made this suggestion before the Harris results of Sept 27 which indicated that Connally was stronger (52 to 36). Higby also suggested that questions be

~~HARRY O'NEAL~~

~~9/27/71~~

Questions for  
Suggested 1 TRIAL HEAT QUESTIONNAIRE  
2 Pole

1. Do you approve or disapprove of the way Richard Nixon is handling his job as President?

2. Now I am going to read you the names of some people in public life. I'd like you to tell me how much you know about each of them. First, take Spiro Agnew - do you know quite a lot about him, a little about him, practically nothing about him, or have you never heard of him? Next, take \_\_\_\_\_.

(Read each persons name in order and repeat the rating categories as necessary.) Here is the list of individuals in alphabetical order about whom the familiarity question is being asked -- Spiro Agnew, Shirley Chisholm, Fred Harris, Hubert Humphrey, Edward Kennedy, John Lindsay, Eugene McArthy, George McGovern, Edmund Muskie, Richard Nixon, Ronald Reagan, Nelson Rockefeller, George Wallace.

3. Ask question #3 only about those people the respondent has heard of: Now I am going to read you the names of those people you have heard of. I'd like you to tell me how favorable or unfavorable your opinion is of each person. First, take \_\_\_\_\_ (the name of the first person on the list that the respondent has heard of) -- is your opinion of him very favorable, fairly favorable, not very favorable, or very unfavorable? (Read names in order and repeat the rating categories as necessary.)

SET I

4a. In 1972 there will be another Presidential election. If this election were being held today and the candidates were Richard Nixon and Edmund Muskie which one would you vote for?

4b. If neither or undecided on 4a you ask the following: Would you say that you lean more toward Richard Nixon or more toward Edmund Muskie?

4c. Now suppose the candidates were Richard Nixon, Edmund Muskie, and George Wallace as a third party candidate. Which one would you vote for?

4d. If none or undecided on 4c you ask: Would you say that you lean more toward Richard Nixon, more toward Edmund Muskie, or more toward George Wallace?

4e. Now suppose the candidates were Richard Nixon, Edmund Muskie, George Wallace as a third party candidate, and Eugene ~~McCarthy~~<sup>McCarthy</sup> as a fourth party candidate. Which one would you vote for?

4f. If none or undecided on question 4e you ask: Would you say that you lean more toward Richard Nixon, more toward Edmund Muskie, more toward George Wallace, or more toward Eugene McArthy?

4g. Now suppose the candidates were Richard Nixon, Edmund Muskie, George Wallace as a third party candidate, and Shirley Chisholm as a fourth party candidate. Which one would you vote for?

4h. If none or undecided on 4g you ask: Would you say that you lean more toward Richard Nixon, more toward Edmund Muskie, more toward George Wallace, or more toward Shirley Chisholm?

~~THESE QUESTIONS ARE WORDED JUST AS TRIAL HEAT QUESTIONS HAVE BEEN WORDED BEFORE. THERE WILL BE THREE MORE SETS OF THOSE EIGHT QUESTIONS AND IN THE OTHER THREE SETS, INSTEAD OF MUSKIE, FOR THE FIRST SET WE PUT IN KENNEDY, THEN WE PLUG IN HUMPHREY, AND THEN WE PLUG IN MCGOVERN. IN EFFECT THERE ARE FOUR DEMOCRATIC CANDIDATES BEING EVALUATED HERE WITH NIXON IN A TWO WAY TRIAL HEAT, WITH WALLACE IN A THREE WAY AND WITH BOTH MCARTHY AND CHISHOLM IN A FOUR WAY. YOU HAVE IN EFFECT 32 TRIAL HEAT QUESTIONS (16 basic questions and 8 leaners). I THINK THOSE TRIAL HEATS WITH THE FAVORABILITY AND FAMILIARITY ON I BELIEVE 13 CANDIDATES AND THE NIXON APPROVAL IS A FULL QUESTIONNAIRE. ADDITIONALLY, OF COURSE, THE USUAL DEMOGRAPHICS WILL BE ADDED. THE TRIAL HEATS, IN THE DATA PROCESSING STAGE, CAN BE RUN ONE AGAINST THE OTHER IN ANY WAY THAT YOU WANT.~~

The 4a-a set <sup>above</sup> would be asked for Humphrey, Kennedy, and McGovern.

devised to follow-up on the Roper  
"right track/wrong track" question.  
Many issue results will be available  
from the Harris Family Issues -  
In Depth Poll next week, but  
suggested questions are ~~needed~~  
attached nevertheless.

Dwight Chapin } ~~suggested question~~  
                          } ~~questions whether~~  
                          } ~~noted that although~~  
~~25% of the people feel guilty about~~  
~~25% of the people feel guilty about~~  
~~watching the P. on television~~  
As a result of time spent watching  
television, ~~he doubts that~~ believes that  
the people expect their P. to appear  
on television and that it is their duty to watch.  
Suggested questions are attached.



Safire believes it would be valuable to conduct a poll among blacks to assess their reaction "to the Muskie's statement and the Nixon riposte."

~~Site~~ @ — @

Chapin's Suggestion

Whether people expect their President to appear on TV to inform

Safire's Suggestion

The effect of "black VP" statement by Muskie

Harper's Suggestion

Health/aging questions

⑥

In addition, question areas which were offered for the Wrap Up Poll but not asked include: jail terms for drugs, welfare-menial jobs, credibility of polls, government policy and polls, SALT talks, Gallup issue ranking, environment/pollution, revenue sharing, no fault insurance, the US Army, and approval of VP Agnew. Questions in these areas with trend data are immediately available but not attached.

①

~~Results with validity between~~  
~~To obtain fairly accurate, press releasable results~~  
~~might be valuable to question enough blacks to assure~~  
~~valid conclusions.~~ If the standard 1000 interview were

expanded to 1200 a full 300 blacks could be questioned resulting in an accuracy level of  $\pm 7\%$ . The additional blacks would be harder to reach by telephone and so interviewing time would be four days instead of two.

The additional cost would be \$3500 - \$4000.

Suggested questions are attached.

300 blacks would have to be questioned.

a

①

Recommendation:

That the trial heat poll be conducted on October 6 and 7 so that results will be available October 8.

②

A pp due comment

Television - Presidential Appearances - <sup>leave in</sup> Opinion Suggestion

Do you believe the President appears on television too often, not often enough, or just about right?

Why do you watch the P~~E~~ on television?

~~Do you do~~

~~Black~~ VP - Sapiro Suggestion

Would you vote against your preferred candidate for President if his Vice Presidential running mate were black?

Do you agree or disagree with this statement - "a qualified black Vice Presidential candidate cannot be elected in 1972."

~~Do~~

THE WHITE HOUSE  
WASHINGTON

August 9, 1971

*Poll  
Suspense  
+  
2 cc's  
for ag Poll  
on Depth  
Poll*

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR:

GORDON STRACHAN

FROM:

L. HIGBY *L*

Bob talked some more on the way back from Maine about the upcoming polls. He indicated that the August poll should be a clean-up poll that gets rid of a lot of questions we have had hanging around. Also, I think it would be a good time to do another reading on issue ranking, if we can fit it in.

For our next poll in September, he wants to do a four-way trial heat that includes McCarthy. He wants to do this in relation to Humphrey, Muskie and I would imagine also Kennedy. Make sure that this is included in your follow-up file in that area.

*ii: RN, Muskie, Wallace, Mc Carthy  
RN, K                   "                   "  
" NHK                   "                   "  
etc.*