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Administratively Confidential

*Poll  
Churn*

September 29, 1971

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Domestic Council Farm Poll

The Domestic Council plans on conducting a poll of farmers in mid-October. The mid-October polling dates are firm because this year's crops are in so the farmers can assess their financial situation and make planting decisions for next year. Also, the Domestic Council hopes there will be congruity between polling results one year ahead of the election and the farmers' decisions on November 7, 1972.

A very rough draft questionnaire has been prepared by Phil Campbell at Agriculture. Preliminary suggestions have been made to assure trend information.

The Domestic Council seeks advice as to which contractor should be used. Rumsfeld says that Gallup would not respond to receipt of the estimated \$40,000 contract because they are "not that type". Colson recommends against using Sindlinger because the McCracken contact is working to our advantage, and Sindlinger lacks the competence in the farm area. Colson believes Roper is too insignificant to be pursued. ORC is capable but has already received substantial business and responded to our advantage. That leaves Harris who is being pushed by Colson. The Domestic Council is also anxious to use Harris again because the quality and amount of work done by Harris on the Family Issues--In Depth Poll (due the first week of October) impressed Ken Cole, Ed Harper, and Roy Morey.

The final decision on the contractor is yours because we are keeping track of the White House contacts with influential polling organizations. Also, in the negotiations surrounding the Family Issues--In Depth Poll, you decided to pay for one "political" Domestic Council poll if they would pay for the Family Issues--In Depth Poll.

The payment question may become moot, when Magruder submits the Flanigan Task Force recommendations on polling, computers, and research to you and the Attorney General, hopefully this weekend.

Recommendation:

That the Domestic Council be advised to proceed with questionnaire development with Lou Harris and associates.

Agree \_\_\_\_\_ Disagree \_\_\_\_\_

Comment \_\_\_\_\_

GS:lm