

Richard Nixon Presidential Library
Contested Materials Collection
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>
12	22	1/18/1972	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Haldeman. RE: Bob Teeter's information about the most recent poll results on New Hampshire, Florida, and Wisconsin. 1 pg.
12	22	1/12/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: Women as Nixon State Chairmen. 1 pg.
12	22	1/14/1972	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Haldeman. RE: The Gallup results, and when the next Presidential popularity figures would be released. 1 pg.
12	22	1/13/1972	<input type="checkbox"/>	Campaign	Memo	From Gordon Strachan to Haldeman. RE: The results of the California poll, which shows 28% of the citizens support the re-election of President Nixon. 1 pg.

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12	22	12/12/1971	<input type="checkbox"/>	Campaign	Other Document	Survey results depicting President Nixon's popularity in Los Angeles and Orange Counties. 1 pg.
12	22	1/10/1972	<input type="checkbox"/>	Campaign	Memo	From Haldeman to Gordon Strachan. RE: An inquiry into what California poll showed 28% approval for Nixon's re-election. 1 pg.
12	22	1/10/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: Peter Dailey's request for a meeting Haldeman to discuss the people who worked on the advertising area in 1968. 1 pg.
12	22	1/11/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: The idea that ten states should have women as their Nixon State Chairmen. 1 pg.
12	22	1/12/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: Fred LaRue's request for a meeting with Haldeman to discuss the RNC's relationship with the White House. 1 pg.

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12	22	1/10/1972	<input type="checkbox"/>	Domestic Policy	Memo	From Gordon Strachan to Haldeman. RE: The preliminary results that Teeter has conducted in New Hampshire, Florida, Kentucky and Wisconsin. 1 pg.
12	22	12/9/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Haldeman to the Attorney General, John Mitchell. RE: Haldeman's meeting with Bob Teeter, and the procedures for the use and distribution of polling information during the Campaign. 1 pg.

Presidential Materials Review Board

Review on Contested Documents

Collection: H. R. Haldeman
Box Number: 235

Folder: Strachan Chron-HRH only January 1972 Book I

<u>Document</u>	<u>Disposition</u>
161	Return Private/Political STRACHAN TO HRH re: "BOB TEETER - POLL INFORMATION" 1/18/72
162	Retain Open
163	Retain Open
164	Retain Open
165	Retain Open
166	Return Private/Political STRACHAN TO HRH re: "WOMEN AS NIXON STATE CHAIRMEN" 1/12/72
167	Return Private/Political STRACHAN TO HRH re: "GALLUP RESULTS" 1/14/72
168	Return Private/Political STRACHAN TO HRH re: "CALIFORNIA POLL" 1/13/72
169	Retain Open
170	Retain Open
171	Return Private/Political STRACHAN TO HRH re: "PETER DAILY" 1/10/72
172	Return Private/Political STRACHAN TO HRH re: "WOMEN AS NIXON STATE CHAIRMEN" 1/11/72
173	Return Private/Political STRACHAN TO HRH re: "FRED LARUE REQUEST FOR MEETING" 1/12/72
174	Retain Open
175	Return Private/Political STRACHAN TO HRH re: "POLL RESULTS" 1/10/72
176	Retain Open
177	Retain Open
178	Retain Open

Administratively Confidential

January 18, 1972

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Bob Teeter - Poll Information

Bob Teeter will not have the poll reports on New Hampshire, Florida, and Wisconsin until Monday, January 24. His reasons for the delay are the same as those given during the last week of December when the results were originally due.

My guess is that he is too busy to write up reports. I do not think he is sending information to the Attorney General without sending a copy to you.

To emphasize the very real interest in receiving the results, immediately, Bob Teeter should be instructed to send everything he has air mail special delivery tonight to you.
~~to you.~~

Approve _____ Disapprove _____

Comment _____

GS:lm

January 12, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Women as Nixon State Chairmen

After you read Jeb Magruder's report to the President on the role of women in the Campaign, it was suggested that possibly ten states should have women as their Nixon State Chairmen.

Magruder mentioned this request to the Attorney General who said there would be five women as State Chairmen. The states and Chairmen are:

Wyoming -- Mrs. Barbara Gosman

Oklahoma -- Mrs. Rita Moore

Alabama -- Mrs. Edith Holm

Rhode Island -- Ellen Madeira, possibly

Hawaii -- not yet determined

In addition, Flemming reports that in most states a woman will hold the number two spot in the Campaign.

The Attorney General also said that while he too would like more, this is the number that we are going to have. If there are any questions, he would prefer to discuss this matter directly with the President.

GS:lm:ES:LH:kb

Administratively Confidential

January 14, 1972

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Gallup Results

I called John Davies to ask him when the next Presidential popularity figures would be released. Davies said the results will be released Wednesday, January 19. Davies would not give me the results because they have not been tabulated yet. Davies said I could have the popularity figures on Monday, January 17.

As to the trial heat figures, they will be released "hopefully Sunday", January 16. Davies would not give me these figures either, saying they were still being tabulated.

Counsellor Rumsfeld, through Dick Cheney, was asked on Wednesday, January 12 to call George Gallup, Jr. Cheney does not know whether Rumsfeld has called. Rumsfeld prefers to talk directly with you after he calls Gallup.

GS:lm

Administratively Confidential

January 13, 1972

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

California Poll

You asked what the California poll was (supposedly ours) that showed 28% for the re-election of Nixon.

Decision Making Information, one of the three pollsters working for the Campaign Committee through Bob Teeter, conducts a monthly poll in Los Angeles and Orange County. Tom Reed, the Republican National Committeeman for California, purchased the following question in November:

"Now, if the election for President were held today and Richard Nixon were running for re-election, would you vote for him?"

	<u>Yes</u>	<u>No</u>	<u>Depends</u>	<u>No Answer</u>
This survey - November	27.3%	43.8%	26.4%	2.6%

The full results are attached.

Tom Reed sends the poll results to the Attorney General. Harry Dent occasionally receives copies and forwards them to you. Since you have indicated previously that you did not want to see individual state polls, they have not been forwarded to you.

Lyn Nofziger told me that when he saw these results in December he instructed Tom Reed not to ask that question again. It was not asked in the December or January DMI poll.

When Bob Teeter called DMI to check on whether this 27.3% result was the only result close to the 28% figure you mentioned, DMI was surprised his inquiry came so late. Apparently the results have been known in California since the middle of December.

Mort Allin has not seen any press coverage of this poll.

*File
cal polls*

LISTENING POST

THOMAS C. REED
MEMBER
REPUBLICAN NATIONAL COMMITTEE

Survey Results, 12 December 1971
Los Angeles and Orange Counties, November 1971

503 D STREET, ROOM 3
SAN RAFAEL, CALIF. 94901
(415) 456-7310
COMMITTEEMAN FOR CALIF.
THE EXECUTIVE COMMITTEE
CAN NATIONAL COMMITTEE

PRIMARY (Democrats only)

	This Survey			
	November	October	September	August
E. Muskie	31%	30%	34%	18%
E. Kennedy	27%	26%	29%	32%
H. Humphrey	15%	13%	8%	13%
G. McGovern	7%	10%	10%	8%
H. Jackson	6%	2%	2%	4%
J. Lindsay	2%	5%	5%	8%
All others	13%	12%	12%	19%

2. GENERAL ELECTION

To measure a base level of support: "Now, if the election for President were held today and Richard Nixon were running for re-election, would you vote for him?"

	Yes	No	Depends	No Answer
	This survey, November	27.3%	43.8%	26.4%
October	28.6%	42.6%	25.5%	3.3%
September	28.9%	40.5%	22.9%	7.7%
August	30.4%	43.5%	17.6%	8.5%

on what? (pointing to 'Depends')

constant (bracketed around 'No' column)

Head to Head:

	R. Nixon	E. Kennedy	G. Wallace	No Answer
Total, L.A. & Orange Co.	41.7%	39.4%	7.3%	11.6%
Republicans	84.0%	7.7%	3.7%	4.7%
Democrats	20.3%	60.4%	7.8%	11.5%
Independents	36.2%	31.0%	13.2%	19.5%
L. A. County only*	<u>39.0%</u>	<u>42.5%</u>	7.4%	11.1%
Orange County only	58.5%	20.5%	7.0%	14.0%
Total, L.A. & Orange Co., August survey	39.4%	44.0%	8.5%	8.0%

*Los Angeles County is reasonably representative of California as a whole.

THE WHITE HOUSE

WASHINGTON

January 10, 1972

ADMINISTRATIVELY CONFIDENTIAL

MEMORANDUM FOR: MR. GORDON STRACHAN

FROM: H. R. HALDEMAN *HR*

Find out, please, what the California poll was, (supposedly ours,) that showed 28% for the reelection of Nixon.

This is one that was reported recently and I am sure it was a listing of the whole field or something like that, but I'd like to know precisely what the method was on it and what the actual results were.

Mort Allin - nothing

Bob Teeter -

*Ray Nof - Tom Reed, Nat'l Comm. on Cal Commission
Series of tracking polls in LA Contes
- cancelled per ~~Ray~~ Holmes Tuttle
Gen'l Elec.
- now it's done.*

*DMT -
- not in press but cc RH, AG*

Administratively Confidential

January 10, 1972

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Peter Dailey

Peter Dailey requests a 15 minute meeting with you to discuss people who worked in the advertising area in 1968. In particular, Dailey wants your assessment of Roger Ailes, Al Scott, Ruth Jones, and Carroll Newton.

Dailey also wants to review the general campaign advertising program with you. The last meeting with you, Dailey, and Cliff Miller occurred on October 26, 1971.

_____ Arrange meeting

_____ Ask Dailey to submit requests in writing

_____ Other

GS:lm

Administratively Confidential

January 11, 1972

MEMORANDUM FOR:

H.R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Women as Nixon State Chairmen

After you read Jeb Magruder's report to the President on the role of women in the Campaign, it was suggested that possibly ten states should have women as their Nixon State Chairmen.

Magruder mentioned this request to the Attorney General who said there would be five women as State Chairmen. The states and Chairmen are:

Wyoming -- Mrs. Barbara Gosman

Oklahoma -- Mrs. Rita Moore

Alabama -- Mrs. Edith Holm

Rhode Island -- Ellen Madeira, possibly

Hawaii -- not yet determined

In addition, Flemming reports that in most states a woman will hold the number two spot in the Campaign.

According to Magruder, the Attorney General would prefer to receive suggestions as to the number of women, youth, and blacks on the State Committees from the President directly.

GS:lm

January 12, 1972

MEMORANDUM FOR: H. R. HALDEMAN
FROM: GORDON STRACHAN
SUBJECT: Fred LaRue Request for Meeting

Fred LaRue called to ask to meet with you for 15 minutes to review the RNC relationship with the White House. LaRue is concerned about establishing a system of priorities between requests from White House and Committee for the Re-election of the President.

LaRue is acting on behalf of the Attorney General to make sure the RNC understands and plays its correct role in the campaign. However, this requested meeting with you is not at the Attorney General's request.

RECOMMENDATION:

Instead of LaRue meeting with you I would suggest that you ask him to meet with Chuck Colson, Bill Timmons, Harry Dent, and ~~John~~ Magruder to see if these interested parties could work out their own system of priorities.

Approve: _____ Disapprove: _____ Comment: _____

GS: jk

Administratively Confidential

January 10, 1972

MEMORANDUM FOR;

H.R. HALDEMAN

FROM:

GORDON STRACHAN

SUBJECT:

Poll Results

Jeb Magruder will meet with the Attorney General and Bob Teeter today at 4:30 p.m. The subject will be the preliminary results from the polls Teeter has conducted in New Hampshire, Florida, Kentucky and Wisconsin. In addition to the preliminary results, Teeter and Magruder seek authority from the Attorney General to have Teeter discuss some of these results tonight with the Campaign Strategy Group.

To permit Teeter to discuss the results with the Campaign Strategy Group before submitting a written description to you and the Attorney General violates the agreement you have with the Attorney General pursuant to your December 9 memorandum to the Attorney General (copy attached). In that memorandum you make the point that Teeter should submit the written results to you and the Attorney General (not Magruder) for review.

You may want to cover this with the Attorney General.

GS:lm

December 9, 1971

By Emp use NWS, Date 1-11-82

CONFIDENTIAL/EYES ONLY

MEMORANDUM FOR : HONORABLE JOHN N. MITCHELL
THE ATTORNEY GENERAL

FROM : H. R. HALDEMAN

SUBJECT : Campaign Polling

I had the opportunity to meet with Bob Teeter yesterday and feel he will do an excellent job during the Campaign. We reviewed the questionnaire for New Hampshire, Wisconsin, and Florida, and discussed the procedures for the use and distribution of polling information during the Campaign.

As you know, the President is concerned about the dissemination of polling information. Consequently, I would hope that any of the information we receive in the future, as well as the material that has already been received, be available only to you, Teeter and me. Bob felt this would be a workable situation and plans to institute the system he discussed with you; namely, his preparation of summaries for Magruder, Dailey and anyone else who should need them.

As I understand it, he will submit the summaries to you and me for approval prior to distribution to any members of the Campaign and White House Staff.

Bob mentioned the need for access to the polling information from 1968 and several of the subsequent studies we've done here at the White House. As a result of this, we have made some arrangements for Bob to receive that information. In addition, I gave him a copy of the Domestic Issues Poll we had Harris do. It is the best and most complete survey we have had done here at the White House in the last seven or eight months. I have attached a copy of it to this memorandum for your information.

Attachment

HRH:GS:lm:HRH:LH:kb:HRH:LH:GS:kb:HRH:LH:kb:HRH:pm