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March 22, 1971

MEMORANDUM TO: H. R. HALDEMAN

SUBJECT: VENDOR SURVEY

I. BACKGROUND

All known Republican vendors of survey research were asked to respond to eighteen questions concerning their capabilities (see Appendix A). A brief summary of the twelve responses was made by Dr. David R. Derge and Mr. William Low (see Appendix B). Detailed documentation is available.

II. FINDINGS

Six of the twelve vendors seem to have the demonstrated or promised capabilities for national political field and/or telephone surveys.

a. Opinion Research Corporation (Princeton, New Jersey)

This company did the survey work for the RNC/Goldwater campaign in 1964 and for the Nixon-Agnew Committee in 1968 under the direction of Dr. Derge. Since that time it has done five field surveys and some telephone surveys. They are scheduled to do three national surveys for the Domestic Council and another national field study for RNC.

b. Chilton Research (Philadelphia, Pennsylvania)

This company has done more than fifteen national telephone surveys for RNC and other Republican clients since 1969. While they indicate the capability of national field surveys and have done these for non-political clients, we have never used them for field work.

c. Market Opinion Research (Detroit, Michigan)

Political work by this company has been limited to state studies. They report national studies of a non-political nature. If possible, this group might be asked to conduct a national field or telephone survey on a one-time basis for our evaluation.

d. Decision-Making Information (Los Angeles, California)

DMI has been heavily used by A.M.P.A.C. in state and Congressional district studies and its one national political study may have been for A.M.P.A.C. It is reported that all DMI stock owned by Spencer -

Roberts has been recently purchased by DMI. This group has been dynamic and innovative in its work and development. One of its clients in the past has been Governor Reagan. DMI might be asked to do a national field or telephone survey on a one-time basis for our evaluation.

e. Market Facts (Chicago, Illinois)

This is a large research company which has done some political work, but has never been used for national political surveys. Its prospectus is impressive. This group might be asked to do a national field or telephone survey on a one-time basis for our evaluation.

f. Cambridge Opinion Studies (New York, New York)

This company has done state and Congressional district studies and reports one national study for Mr. Len Garment. They report capabilities which would support a national survey effort. This group might be asked to do a national field or telephone survey on a one-time basis for our evaluation.

III. RECOMMENDATIONS

- a. If a single-vendor strategy is selected, ORC should be that vendor for most, if not all, political work.
- b. If a back-up vendor to ORC as a single vendor is to be developed, Chilton should be chosen for the telephone surveys and the field back-up should come from Chilton, MOR, DMI, Market Facts, or Cambridge. The final decision should come after the back-up firm has been tried out in an actual survey and its work has been evaluated.
- c. Another possibility would be ORC as the single vendor for field work and Chilton as the single vendor for telephone surveys.
- d. Another approach could be used if preliminary surveys are conducted in battleground states in 1971. All six vendors could be tested and evaluated by state surveys and their capabilities for satisfactory work determined.
- e. If a multi-vendor strategy is selected, the following distribution could be made of work described in my November 17, 1970 memorandum to H. R. Haldeman:
 1. "A. I. Rapid response telephone surveys". Pass around to all six vendors claiming this capability.
 2. A. II. Studies of public perception of the President as an individual and head of state". ORC has the contract for the first of these. If a follow-up is done in 6-9 months one of the other five vendors could be tried out.

3. "A. III. Issue studies". I understand Domestic Council is using ORC for these.
4. "A. IV. Data base for campaign simulation program". Any of the six vendors could be used.
5. "A. V. Battleground state studies". These could be divided among the six vendors according to their past experiences in the selected states. Standard questionnaires and reporting formats would be imperative and careful coordination by Dr. Derge or someone else would be necessary.
6. "A. VI. Study of beliefs about the political parties, the political process, politicians, and political participation". Any of the six vendors could be used.
7. "A. VII. Instant research for the Presidential election". I recommend either ORC or Chilton.

IV. CONCLUSIONS

My personal recommendation is the single-vendor strategy or the single-vendor-with-back-up strategy. Management problems are reduced, past findings are more easily interfaced with current findings, and there are fewer chances for slip-ups. This means ORC as single-vendor or a combination of ORC and Chilton. Other vendors could be utilized on an experimental basis as the opportunities arise, for example, in preliminary studies of battleground states in 1971. In any event, the strategy chosen should be subject to constant review and changed when indicated.


DAVID R. DERGE

APPENDIX A

1. How long has your firm been in business?
2. How large is it in terms of total billings? What proportion of your firm's work is in the area of political research? What is the nature of the firm's non-political research work in terms of both volume and stability?
3. How many professional staff members does your firm have? Please give names and biographical information for major personnel.
4. How many full-time employees do you have?
5. Is your firm fully integrated in terms of ability to handle all phases of a study from beginning to end using only its own personnel.

Sampling	Data Processing
Interviewing	Printing
Coding	Art Work
Analysis	
6. Does your firm have the capability of conducting nationwide studies or does it specialize in local or regional work? Please give specific examples of nationwide surveys and statewide surveys completed in the last two years with references who can be contacted about the firm's work.
7. Does your firm have a large staff of interviewers on whom it maintains continuing records or does it rely on local supervisors or other interviewing organizations to provide interviewers? What is the normal number of interviewers assigned to each supervisor?
8. How much effort, if any, does your firm devote to maintenance and upgrading of its field interviewing force? Is there a person or persons on the firm's staff who is responsible for interviewer recruitment and training on a full-time basis?
9. Does your firm have the capability of conducting probability sampling studies or does it rely only on loosely structured quota sampling?
10. Does your firm routinely validate a proportion of interviewers' work with greater than routine validation for new interviewers, suspicious cases, etc.?
11. Does your firm use a series of quality controls to detect errors in coding, key punching, tabulation, etc.? How stringent are these controls? What are they?
12. Are all reports, tables, etc., checked for accuracy and validity before the results of a study are delivered to your client?
13. Does your firm have a record of on-time delivery of useful research data in large-scale studies with short deadlines? What is your usual lead time (from receipt of instrument to delivery of report) for national field surveys? For state surveys? For telephone surveys on the national and the state level?

14. Does your firm have a reputation for integrity and for keeping all research findings and client information completely confidential?
15. Is it your firm's policy to work for candidates of both parties?
16. What new research techniques has your firm developed or adopted specifically for use in political research?
17. What in-house capability does your firm have for rapid turnaround national telephone surveys?
18. Will your firm's overall research program include enough regular national surveys so that a partial survey (1-10 items) can be purchased on a piggyback arrangement?

APPENDIX B: SURVEY OF REPUBLICAN SURVEY VENDORS (ALPHABETICALLY)

	<u>BUCCI</u>	<u>CAMBRIDGE</u>	<u>CENTRAL</u>	<u>CHILTON</u>	<u>D.M.I.</u>	<u>DORR</u>	<u>LEWIS BOWLES</u>	<u>MARKET FACTS</u>	<u>M.O.R.</u>	<u>O.R.G</u>	<u>PREMACK</u>	<u>SURVEY RESEARCH SOL</u>
1. Years in business	9	6	34	14	2	2	11	25	4	33	9	6 months
2. Total billings	no ans.	\$600,000	\$600,000	\$3 mil.	est, \$1 mil.	\$100,000	no ans.	\$7.8 mil.	\$700,000	\$7 mil.	less than \$1 mil.	no ans.
Political billings	no ans.	\$240,000	\$180,000	\$150,000	est. \$500,000	\$ 30,000	no ans.	\$224,000	\$175,000	\$700,000	30-40%	no ans.
3. Professional staff	2 listed	11	9	40	15	2	5	45	12	90	9	5
4. Total full-time employees	no ans.	16	30	100	30	no ans.	no ans.	290	45	211	47	5
5. Start to finish capability in-house	no	no	yes	yes	yes	no	no ans.	yes	yes	yes	yes except data process.	no
6. National capability claimed							claims cap. -- no past experience		yes but no pol. studies yet		claimed but doubtful	1 natl. capty. doubtful
Field	no	yes	yes	yes	yes	no		yes		yes		
Telephone	no	yes	yes	yes	yes	no		yes		yes		

	BUCCI	CAMBRIDGE	CENTRAL	CHILTON	D.M.I.	DÖRR	LEWIS BOWLES	MARKET FACTS	M. O.R.	O.R.C.	PREMACK	SURVEY SURVEY SCL.
7. Field interview staff & procedure appear satisfactory	doubtful	yes	yes	yes	yes	doubtful	doubtful	yes	yes	yes	yes	yes
8. Satisfactory program to maintain & upgrade interviewers	no	yes	yes staff only	yes	yes	no ans.	no	yes	yes	yes	no ans.	no
9. Capability for probability sampling	no	yes	yes but most pol. not based on probl. sampling	yes	yes	Mass. only	yes	yes	yes	yes	no ans.	yes
10. Always validate interviewers' work	no ans.	yes 30%	yes 15%	yes 10%	yes no % given	yes 15%	yes 10%	yes 15%	yes 15-25%	yes 10%	yes no % given	yes 10-20%
11. Satisfactory quality control on coding, key punching, & tabulating	no ans.	yes	no key punch limited control	yes	yes	no ans.	yes	yes	yes	yes	no ans.	yes
12. Always validate reports & tables	no ans.	yes	yes	yes	yes	no ans.	yes	yes	yes	yes	yes	yes

	BUCCI	CAMBRIDGE	CENTRAL	CHILTON	D,M,I,	DORR	LEWIS BOWLES	MARKET FACTS	M.O.R.	ORC	PREMACK	SURVEY RESEARCH SCI
13. Lead time for: National field surveys	no ans,	2 wks.	2-4wks,	6wks	3-7 wks	Mass. only	none	4-10wks	6 wks.	4-5wks		8-12wks
National Phone surveys	no ans.	3 days	none	2-4 days	1-3 days		none	4 days	3 days	4-5 days		1-6wks
State Field surveys	no ans.	5 days	2-4wks.	6 wks	3-7 wks	Mass. only	4 wks	3-6 wks	3 wks.	4-5wks	2days (doubtful)	6-8 wks.
State Phone surveys	no ans.	3 days	none	2-4 days	1-3 days		none	4 days	3 days	4-5 days		1-6 wks
15. Work for GOP only	no	yes	95% GOP	yes	yes	yes to date	no ans,	no	yes	yes	non- partisan never opposing cand.	yes
16. Claim to have new techniques	yes	yes	no	yes	yes	no	no	yes	yes	yes 4 days	yes	yes
17. In-house capability for natl. phone surveys	no	yes	none	yes	planned for June 1971	no	no	yes	yes	yes every 2 months	doubtful	no
18. Purchase of piggy-back questions possible	no	no	no natl.	yes	yes	no ans.	no	yes	yes irregular basis		yes	no