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DATE: 3/26/68

TIME: 7:55 PM

CALLER: Edwin Pauley

Pages of Transcript: 3 pages

Barbara Cline
Archivist

LD CALL FROM ED PAULEY, LOS ANGELES, CALIF.
March 26, 1968 at 7:55pm

Pauley - Mr. President, how are you doing?

The President - Fine.

Pauley - Spencer (?) and I have been doing a lot of work. I have a report, but if I could read it to you -- it may take me about 5 minutes.

The President - Go ahead.

Pauley - The President is losing time in California due to two problems:

1. The lack of authority in a small steering committee or one individual to make decisions and do things that need to be done.
2. The lack of information concerning what needs to be done, where it needs to be done within the state.

There are now 3 recent public opinion polls. One shows

Johnson - 32
Kennedy - 42
McCarthy - 17

Those are probably not totally valid because it represents some incomplete sampling of the population.

And there are two other surveys which are more accurate because they are complete

Johnson - 33
Kennedy - 34
McCarthy - ~~7xx~~ 16
Don't know - 7

but at the same time, when this survey was translated to the annual ballot that will appear in California, the figures are

McCarthy - 17
Johnson - 30
Kennedy - 38
Don't know - 15

There are also three local area surveys such as Congressional Districts taken since that survey.

They show Johnson losing ground prepared to the previous figures.

It is my understanding there is a proposal being made by Irv Sprague for regional studies. The state could be divided into 10 regions. Each could be polled as to if they like the President, if so why, and if not, why. On the basis of a regional report, the campaign can be it can win the state for Johnson. For example, it is quite possible that _____ will be stronger for Johnson. Only a survey can determine the facts on a regional basis so that in those areas where that issue can be used to get the votes for the President, it will be used, and in the other area it will not be used. Simply stated, that the regional campaign take advantage of the strength of the President, and alleviate the weakness he might have in some areas. There is a very true saying in California -- you play to your strength. At first you must know your strength and where it is.

The proposed survey of 4,000 interviews would run around \$25,000.00 but you don't have to worry about that, and it can be used to plan a winning survey. The survey will take 2-1/2 weeks which is the fastest it can be done.

I respect this fellow because he has worked for me -- Don _____. He is one of the pollsters that I think is probably more accurate than the Field poll. This fellow is fairly reliable. I don't know that he is entirely accurate about this, although when I asked him to re-examine -- I have had him working on this --- he came up with this idea: that in the 21 to 30 year old bracket, you have got 48% for Kennedy. Then I had him get another by re-examining his own polls and getting ~~new~~ new ones about the idea that you get your name on instead of Lynch, and I think you will pick up about 4% by your own name on there.

Now, of course, as to the people who go to the polls for the nomination, I can't myself believe that the 21 to 30 year olds will go 48% for Kennedy, and I don't know how many of those people will go to the polls, but if it is, it is alarming.

Now, my suggestion to you is that -- frankly, I have been ducking this Sprague because I did not know what authority he had, but everybody says he has ability, and if you want me to see him and work with him, I will.

The President -- I sure do. I hope you will see him tomorrow. He is off of my staff here. We needed somebody to work with the Western Congressmen and Senators. He came over to the White House and has been an Assistant to the President ever since, and has been effective. He has the support and confidence of the people he works with.

When this came up, I asked him to go out there and take a look at it and let me have his suggestions. I wish you would talk to him.

Pauley - I will get him right away. In the next few minutes -- and talk to him. There is something that a lot of us have to do to pull this in the direction we want it to go.

The President - I sure agree with that. If you will talk to him, I will appreciate it. If you all will get together and give me a little plan, I will -- I have some people here -- and I will get back with you.

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