

How The Polls Make The Opinions

A recent Gallup Poll showed popular "confidence" in the generally despised Carter Administration at 70 percent and "rising." As a reflection on the population's attitude toward Jimmy Carter and the Trilateral Commission of the Rockefeller brothers, the poll, of course, is nonsense.

Of interest in Gallup's claim, therefore, is how the semblance of a poll was arranged to achieve such results. In fact, the George Gallups and Lou HARRISES are deployed (as part of privately operated Rockefeller family networks) against a carefully pre-profiled target population to manipulate the characteristic paranoid tendencies of its average member in accord with an objective defined in advance under the principles *psychological warfare*.

The techniques of the leading pollsters — Gallup, the Roper Organization, Louis Harris and Associates — are the psychological warfare methods developed by U.S. and British social scientists prior to and during World War II — on models developed by Germany's Nazis. Both Elmo Roper and George Gallup were trained during World War II OSS population-profiling projects. A leading protégé under Roper, who was a former Deputy Director of the Office of War Information, was Louis Harris.

In 1941, the Committee for National Morale, including George Gallup, was created to propagandize for United States entry into World War II. Its function was to develop and apply the techniques of Goebbels, as it outlined in its reports:

"While thus, it is appropriate to caution against accepting every single German theory at face value, many of the German suggestions are adaptable to specific American requirements of national defense. *Americans should have no qualms about adopting some of the best features of German military psychology.* The Nazis have, on their part, expropriated the findings of many American scholars whose contributions to military psychology...were of the greatest interest and value when psychology was introduced as an integral part of the German machine."

The same prominent group of "social scientists," primarily in advertising, returned to that profession after the war, and had no scruples in applying the psychological warfare methods they had learned of the civilian population in peacetime. Their primary new device, indeed, was the public opinion poll.

The point is not that a straw-polling technique proper to a healthy and developing democracy somehow fell into the wrong hands at the outset. The fraud lies in the very notion of a "public opinion poll," as even slightly bearing

on the national interest of the perceptions of the population regarding it. "Public opinion surveys" — like such criminal procedures as aversive behavior modification — are *ipso facto* in "the wrong hands."

The interest of the population, or the nation, like the actual performance of political or business leaders with reference to it, is precisely and scientifically definable in terms of concrete programs for national and international economic development and correlated political and social policies. It is, in that sense, not "a matter of opinion."

The procedure of democracies is accordingly to instill in a population the sovereign competence which only attends knowledge and clarity on the issues and thereby permits concrete policy-development, leadership selection, and so forth with a maximum of mass discussion, debate, and participation.

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By contrast, one can be a plumber of surface prejudice, neurosis, and vulnerabilities to social pressure: "Mrs. Murphy, how do you *feel* today about the price of eggs?...Do you *feel* the price of coffee has gone high enough yet to warrant a boycott on coffee?...Do you *believe* the American people will elect Jimmy Carter as President?..." Thus did George Gallup and Lou Harris prepare for the rigging of a presidential election, and the intermittent reinforcing of popular delusions regarding popular sentiment for that Administration.

The "public opinion" thus manufactured out of proverbial "thin air" reflects actual popular sentiments no more than it relates to actual popular interest. In a crisis, or under those conditions of intense widely shared personal involvement, when every man knows that his thought and action bear a direct relationship to consequences in the real world — mere "opinion" is not enough for survival — the mass of people can and do place a premium on clear definitions of the issues, concrete policies and program, and upon the proposed leadership which ignored such "opinion polls" long enough to develop them.

William Dougherty of the Operations Research Office, a colleague of Gallup and Roper, authored a survey book on psychological warfare in 1958 which summarized the "intelligence requirements" of a public opinion survey

conducted among a carefully selected target population. Above all, Dougherty emphasized, the population must be profiled "to enable planners to draft realistic and feasible plans based on unknown or probable psychological vulnerabilities of the target audience...to provide the operator with materials which may be used in propaganda output..." and "to enable the operator to assess the effectiveness" of directed psychological warfare operations already underway. These are the purposes served by today's public opinion surveys.

The questions are not always simply leading; they are misleading. In December, Harris asked people to name "steps that the country might take to make the U.S. less dependent upon foreign countries for energy." Having obfuscated the issue with "foreigners," the "choices" he offered them were highly selective and "showed" that solar energy ranked first, well ahead of any other alternative. This poll has been quoted extensively by Ralph Nader as proof that the country does not want to develop nuclear energy. The Harris' "analysis" neglected to report that in the question asking whether respondents favor conservation or development of new technologies to solve the energy crisis, the response was overwhelmingly in favor of development.

A Typical Pollster

The role of David Ogilvy, Dr. Gallup's right-hand man, is exemplary of the transition made by those social scientists active in propaganda operations during the war to careers in advertising and public opinion surveys afterwards. Ogilvy was an associate director of Gallup's American Institute for Public Opinion created in 1936. During the war, he joined the staff of William Stephenson, head of British Security Coordination (BSC). Stephenson commissioned Ogilvy to prepare intelligence for BSC to determine the state of U.S. public opinion regarding Britain, to be used "for spreading covert propaganda, designed to strengthen the interventionist groups throughout the country and discredit the isolationists." Ogilvy fulfilled his commission — using information gathered by Gallup pollsters in the U.S.

In 1943, Ogilvy wrote a confidential report entitled "A Plan for Predetermining the Results of Plebiscites, Predicting the Reactions of People to the Impact of Projected Events, and Applying the Gallup Technique to Other Fields of Secret Intelligence." The secret document is described by another social scientist, H. Montgomery Hude in his book, *Room 3603*:

"His knowledge of Gallup's methods led Ogilvy to the conclusion that a poll, if secretly organized in other countries, could assist in settling many political and ethnological problems without the confusion and possible corruption of a plebiscite. The results of such a poll, conducted in Spain at any time during the war, might have been used not only to guide British policy towards Franco, but also to determine what types of allied propaganda would be most effective. By the same means it would have been possible to assess the true strength of such political movements as the Integralist in Brazil or Sir Oswald Moseley's Fascist Black Shirts in Great Britain."

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As soon as the war ended, Ogilvy set up a Madison Avenue advertising agency, Ogilvy and Mather, which in short order became one of the most successful agencies of its kind. Among its Wall Street clients Ogilvy and Mather now boast "New Directions," the section of David Rockefeller's Trilateral Commission which does not currently reside in the White House.

Gallup, Roper and Harris

All of today's top pollsters got their start as advertising professionals brought into profiling domestic populations on commission from Wall Street banking firms. Roper, like Gallup and Harris, came out of marketing and advertising to set up his first opinion survey operations specifically to profile "the American working man" during the period of intense labor upsurge which began in 1933. In 1940, Roper reported, "From the answers to a great variety of questions we have been asking...since 1933, it is fair to assert that the American working man wants, first of all, security." Roper's innovations in applying marketing techniques to public opinion surveys were recognized by the country's most prominent yellow journalist Henry Luce. In 1935, Roper was hired to do *Fortune magazine's* monthly Fortune Survey.

George Gallup's career intersected Roper's through Gallup's American Institute for Public Opinion, and in their later collaboration on the Board of Editors of *The Public Opinion Quarterly*. The 1936 Presidential race between Franklin D. Roosevelt and Republican Alfred Landon was a test for the talents of both pollsters. Roper's methods in determining how to poll a small number of people and still be "highly accurate" in predicting the outcome of the election, came within one percent margin of the actual vote.

Gallup made his first major contribution to the Wall Street nexus when he helped FDR test the waters for his third term election campaign, to which there was considerable opposition from his own party. The method used by Gallup, to survey a small number of people with leading questions calculated to prejudice their answers, provided the desired result.

In 1941, when the National Opinion Research Center funded by the Marshall Field Foundation was set up, with Gallup as its head, its major client was the Federal government, for whom it did surveys. These included contracts with the War Production Board (of which rival Roper was a director), the Office of War Information, and others.

In 1948, the American pollsters, particularly Elmo Roper, were heavily involved in the "prediction" cover for the vote fraud attempt against Harry Truman. A look into *The Fortune Survey* ratings during the campaign

show that Roper gave Dewey 52.1 percent. Roper came in for later criticism for accounting for the 15 percent "undecided" response to his polls; but the curious fact is, Roper had *stopped polling on the election in October*, sticking with Dewey as his "official" winner.

Lou Harris "Revolutionizes" Psywar

Lou Harris, currently the most widely known and respected U.S. pollster, made his way into the highest echelons of the public survey and advertising industry as a protégé of Roper. In 1947, Harris was hired by Roper to write his newspaper columns; he was later developed as the Roper firm's political research specialist, and after this apprenticeship, was made a partner of the firm. In 1956 Harris set up his own firm to develop his specialty into a science. Louis Harris and Associates' techniques are generally believed in to such an extent that the "intelligence" gathered by their surveys is used to determine issues for political campaigns.

Harris has stressed the importance not of "the percentages per se" but how to enhance the initial intelligence through careful phrasing of questions by the highly trained interviewers. According to Harris' own biographical sketch, after the answers have been coded and fed into IBM computers, his "public opinion analysts study the figures for their meaning and implications...public opinion sampling thus becomes scientific in-depth reporting." Harris' record brought him such top Rockefeller and Wall Street clients as Standard Oil of New Jersey and the New York Stock Exchange. When in 1956, shortly after his firm was set up, Harris was brought in to consult with Joseph and Stewart Alsop, it was to personally tutor the two in how to use polls to sway public opinion.

Harris was the engineer in John F. Kennedy's senatorial re-election campaign in 1958. In 1959, through Harris' "interpretation" of a poll taken prior to the presidential primary in West Virginia, the population was manipulated to expect Kennedy to beat Sen. Hubert Humphrey. During the subsequent Kennedy campaign, Lou Harris openly described himself as a "campaign strategist." Harris coached Kennedy on how to have the psychological advantage on Nixon in the first televised campaign debates, advising a "three-point answer" to each question to "overcome any doubts" about "Kennedy's youthfulness."

In 1962 Columbia Broadcasting Systems hired Harris to replace Elmo Roper as their public opinion analyst. In that post, he established the Voter Profile Analysis with the aid of IBM. The VPA, used first in the 1964 federal elections, served as a precursor to the Election News Service used in the recent federal elections to report the outcome of the vote prior to its tabulation. Millions of television viewers were conditioned to expect a Carter victory even before the vote fraud occurred.

An in-depth look at Harris' campaign for Carter during 1976 is useful for an understanding of how psychological warfare is promulgated through the use of public opinion surveys.

On Sept. 2, 1976, Harris issued a poll analysis whose headline read, "Voters Say Carter Will Win." The

question posed by Harris to interviewers was not "Who will you vote for?" but "Who do you think will win?" The framing of the questions is instrumental in determining the response. The headline of the public release, like the question itself serves two purposes: firstly, to place in the reader's mind the probability that Carter will win; secondly, and most important, to set the stage for Harris' corollary prediction which follows in the first paragraph: "With the presidential campaign just getting underway Democratic nominee Jimmy Carter may have to face a bad case of overconfidence on the part of his supporters." What a "thoughtful interpretation" of what appear to be straight-forward statistics! Having prepared his audience, Harris introduces his plug for Carter's "Get Out the Vote" and registration-by-mail campaigns — the instruments for massive vote fraud.

Harris, in short, tells the reader that "the polls show" such a preference for Carter that Republicans will naturally flock to the polls to ensure a high vote, while Carter supporters would face both "over-confidence" and "even potential apathy (sic)" which would keep them from the polls on election day. Carter is now justified in an extraordinary vote fixing mobilization.

Later in the campaign, after the first Ford-Carter debate, Harris predicted a very close margin, based on a reassessment of the population through his constant intelligence monitoring. Harris poll analysis constantly phrased their questions in such a way as to play up Carter's campaign "issues" — the candidate's so-called integrity, the "fact" that he "is not part of the Washington, D.C. establishment," etc. Thus, Harris' operation was both to psychologically induce more votes for Carter, while simultaneously preparing the electorate to accept the vote fraud which was the only possible way of putting Carter over the top.

Early in this session of Congress, Harris ran a poll on "Congressional ethics," preparing the way for the current round of Watergating attacks on anti-Carter forces in Congress. Harris personally testified before the House Commission on Administration Review on February 3, using the poll for "expert testimony." The ethics poll worded questions in such a way that the answer, again, was pre-determined. "With a job so demanding of his time...should a Congressman give up his private career while he is in office?" he asked, and 54 percent questioned did not say "Yes," they "agreed." The poll went on to ask of those who "agreed," "Do you feel strongly about this?" 68 percent reported "Yes." The poll goes on to ask those polled to "rate the ethics of those running key institutions" — consumer action groups, newspapers, the White House, state government, state legislature, local government, Congress, and major corporations. Congress ranks next to last in the survey, a "fact" used by Common Cause and Congressional supporters of the Obey Commission on Ethical Standards to introduce strict ethics guidelines for debate in the Senate.

That members of Congress sat through 16 pages of such poppycock "expert testimony" attests to the tragic credibility which Harris and his colleagues' polls have built up.

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