

The original documents are located in Box 64, folder “March 2, 1972 - Dan Todd - Older Voters” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.

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COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

March 2, 1972

MEMORANDUM FOR: MR. DAN TODD
FROM: DAN EVANS *DE*
SUBJECT: Older Voters

I thought you might be interested in a brief, descriptive sketch of older voters based on our national poll results.

Voters 65 years and over supported the President in 1968 more strongly than did any other group. They were also the least likely not to vote. And they tend to be the most Republican of any of our demographic groups.

Currently, the over 65 group supports the President against Muskie more heavily than any other age group, but a large proportion (11%) remain undecided. This is almost twice as many undecided for instance as there are currently among the 35-44 year old group. If Wallace were to run as an Independent, both the President and Muskie are equally affected.

Older voters approve of the way the President is handling his job at a significantly higher level than other groups. They mention his personal qualities and attributes as the primary reason for approving, and are by far the least likely to mention his economic policies and his handling of inflation as a reason for approving. There is a correlation with age and approval of the President's handling of the Vietnam situation, but older voters do not vary significantly with the middle ages.

The credibility gap appears to be less wide with the older voters than it is with any other age group. However, over half say the administration tries to make things seem more favorable than they really are or actually holds back or slants information.



We had a series of questions in the survey on the national ~~data~~ asking the respondent to rate how important a particular problem was to him personally. Race was mentioned with less frequency than the national average, taxes were mentioned slightly more, unemployment less, Vietnam less, environment/pollution less, education less, crime more, national defense more, health care more, drugs more, bussing equally and general unrest less. The most logical issue among older voters is health care and they give the President a very high ability to handle rating on this issue.

This is a very general over review of the situation among older voters. It is intended only to give you a framework of the information we have available. We have data available on California, Florida, Illinois, Indiana, Iowa, Kentucky, Maryland, Missouri, North Carolina, New Hampshire, New Jersey, New York, Ohio, Oregon, Pennsylvania, Tennessee, Texas, Virginia and Wisconsin.

I hope you find this useful.

