

**The original documents are located in Box 64, folder “March 10, 1972 - John N. Mitchell - Youth Poster Study” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.**

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COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

March 10, 1972

1701 PENNSYLVANIA AVENUE, N.W.  
WASHINGTON, D. C. 20006  
(202) 333-0920

Determined to be an  
Administrative Marking

By SD NARA, Date 12/30/07

~~CONFIDENTIAL/EYES ONLY~~

MEMORANDUM FOR:  
FROM:  
SUBJECT:

THE HONORABLE JOHN N. MITCHELL  
ROBERT M. TEETER *Garrison*  
Youth Poster Study

This memorandum will outline the research project suggested by the advertising group to study the proposed youth poster.

Purpose

1. To measure young voter reactions to several alternative posters and to determine the extent of any negative feelings about the posters.
2. To provide suggestions or improvements to increase the effectiveness of the proposed alternatives.

Design

A total of 450 interviews would be conducted in three locations-- Columbus, Ohio; Houston, Texas; and Los Angeles, California. The sample will be divided evenly between college and non-college.

The sample will be taken from several public areas (shopping centers, college campuses) using quotas to assure a balanced sample.

Cost and Timing

The cost of this study is \$6,200 and will take two or three weeks to complete.

Recommendation

We recommend that this study be approved. The data obtained will provide some valuable insight in producing a poster which will have an appeal to the young voter group with whom the President is weak, and may help us learn some general ways to approach this voter group. Attachment A gives a state by state breakdown of the President's strength with young voters.



We are primarily interested in ascertaining whether the poster currently proposed will be negatively received by this young voter group. There are a great variety of opinions as to how the current proposal will be accepted by young voters.

This study should also allow us to improve our poster design so as to have young voters hang the poster in their rooms or elsewhere and increase our visability.

Both the advertising group and our youth group concur in recommending this study.

\_\_\_\_\_ APPROVED \_\_\_\_\_ DISAPPROVED

COMMENT: \_\_\_\_\_

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ATTACHMENT A

Current Margin N/M/W

	<u>Ages</u> <u>18-24</u>	<u>Ages</u> <u>25-34</u>	<u>Total</u>
National	+ 4%	- 1%	+ 9%
California	-28	-15	- 6
Florida	+16	+15	+17
Illinois			+ 7
Indiana	+ 6	+23	+ 8
Iowa	-10	+12	+10
Kentucky	+ 1	+31	+16
Maryland	-27	- 1	- 1
Missouri	- 8	- 8	- 8
New Hampshire	- 7	- 3	+10
New Jersey	-21	+ 4	+11
New York	-11	+ 4	- 1
North Carolina	+14	+11	+12
Ohio	- 6	+12	+ 9
Oregon	+ 3	+ 5	+ 3
Pennsylvania	-16	- 9	- 4
Tennessee	- 3	+26	+11
Texas	- 3	-10	- 2
Virginia	+ 1	+10	+15
Wisconsin	-29	-13	- 8

