

The original documents are located in Box 65, folder “September 1, 1972 - Gordon C. Strachan - Gallup and Harris Polls” 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

September 1, 1972

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MEMORANDUM FOR:

GORDON C. STRACHAN

FROM:

ROBERT M. TEETER *RMT by Evans*

SUBJECT:

Gallup & Harris Polls

The demographic data on the Gallup polls is not yet available for the figures published July 21, August 20, and August 30. It is in these later polls that the President showed the greatest upward movement.

From April to mid June the President's strength remained at a fairly constant 53% dipping to a low of 49% in early May. There were very few shifts in the demographic pattern of the President's committed vote.

However, with the emergence of McGovern as the probable nominee, the 18-20 vote shifted more to McGovern. Both the Gallup and Harris polls show McGovern peaking at approximately 55% of the youth vote in mid June. In Harris (where some of the more recent demographic figures are available) McGovern slips to 43% in early August among those 18-29.

In all the available data the President's support among traditional Republican groups increases. It increases most dramatically among high income (\$15,000 plus) and medium large cities (500,000 to 1,000,000).

The data available at this time is not sufficient to explain the most recent (57% to 64%) increase in the President's committed vote.

We are attempting to obtain the latest Gallup demographic information and will up-date this analysis when it is available.

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Determined to be an
Administrative Marking

By CG NARA, Date 2/8/2010

