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## Committee for the Re-election of the President

MEMORANDUM

October 27, 1972

MEMORANDUM FOR: THE HONORABLE CLARK MAC GREGOR

FROM: ROBERT M. TEETER *Evans*

SUBJECT: Presidential Visit to Ohio

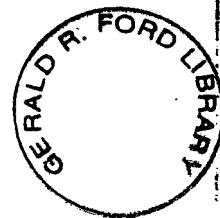
Ohio has been in the past and continues to be the most solid of the large industrial states in its support for the President. He carried it by 273,000 votes (53%) in 1960 and by 90,000 votes (45%) in 1968. Wallace got 12% in 1968.

With only a few exceptions the President ran behind his statewide strength in the areas he will be visiting Saturday.

	1968 President			1970 Senate	
	Nixon	Humphrey	Wallace	Taft	McKenziebaum
<u>Statewide</u>	45	43	12	52	48
<u>Surmit Co.</u>	40	48	12	46	54
<u>Northfield Center</u>	45	43	12	48	52
<u>Portage Co.</u>	41	45	14	47	53
<u>Aurora</u>	59	27	13	60	40
<u>Hiram</u>	49	40	11	54	46
<u>Garrettsville</u>	54	36	9	57	43
<u>Trumbull Co.</u>	40	49	11	45	55
<u>Warren</u>	40	51	9	43	57
<u>Braceville</u>	42	43	12	46	54
<u>Cuyahoga Co.</u>	35	54	11	43	54
<u>Cleveland</u>	21	67	12	27	73
<u>Brecksville</u>	64	27	8	64	36
<u>Parma Hts.</u>	48	41	11	50+	50-
<u>Hamilton Co.</u>	50	37	13	63	37
<u>Cincinnati</u>	43	46	11	54	46

Our private polls show the President running well ahead of both his 1960 and 1968 strength statewide and in the areas he will visit.

	Nixon	McGovern	Undecided	Margin
6/27 - 1701	56	33	6	+24
9/8 - 1701	60	32	9	+28
10/20 - 1701	59	31	10	+28



Our most recent poll indicates that the President's supporters in Ohio are more intense in their commitment to him and will turn out at a higher rate than the McGovern supporters.

	<u>Nixon</u>	<u>McGovern</u>	<u>Undecided</u>	<u>Margin</u>
<u>9/16 - 1701</u>				
North and East	55	36	9	+19
Northwest	58	34	8	+24
Southwest	71	21	7	+50
Central & Southeast	54	34	11	+20
<u>9/27 - Cuyahoga County</u>	45	43	12	+ 2

The most important local issues in this area of the state are crime, air and water pollution, unemployment, taxes and inflation in that order. Crime is of particular importance in Cuyahoga County. The economic issues, particularly unemployment and taxes, are important across northeastern Ohio. Air and water pollution continue to be the second or third most important concern in Cuyahoga County. This northeastern area of the state is almost entirely urban and industrial.

The specific areas the President's tour will visit are:

Brook Park

An industrial suburb with large GM and Ford plants, heavily blue collar U.A.W.

Parma and  
Parma Hts.

Second largest city in Cuyahoga County. Working class suburb, heavily Democratic and with large numbers of ethnics who have moved from the city 10-15 years ago. Parma is a key part of Minshall's Congressional district and a 9/29 poll shows Minshall ahead 43-37. Mayor Perk is very popular in Parma, Parma Hts., and Brook Park.

Northfield,  
Aurora and  
Hiram

Small rural communities that are becoming upper middle class suburbs of Cleveland and Akron. They are marginally Republican with high ticket-splitters. Northfield has a large Chrysler plant (Twinsburg), and Hiram has a small college. Northfield Center is in Summit County (Ray Bliss' home county).

