

The original documents are located in Box 64, folder “May 11, 1972 - Dan Todd - Data on Older Americans” 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

May 11, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR: DAN TODD

FROM: TED GARRISH

SUBJECT: Data on Older Americans

I have reviewed your analysis of the polling data and would offer the following suggestions and observations. Overall, I believe you have correctly stated the conclusions from the data. Older Americans have generally more favorable perceptions about the President and his handling of issues than any other voting bloc. This makes this group especially important in the November election. The trial heat data shows older Americans voting for the President at a much higher rate than any other group. In light of this, a massive turnout drive should be implemented, and a support of direct mail effort should be considered. There are several areas of the country, however, where the President's level of support with older Americans is considerably lower than it should be. I would suggest that special emphasis be made to improve our level of support with older Americans in the following priorities:

- Missouri (Primarily rural)
- Oregon
- Texas
- Wisconsin
- Maryland
- Indiana
- California
- Pennsylvania
- New York

In terms of issues, the economic pocketbook issues are significantly more important with this voter group than with other groups. This is especially true with taxes, inflation, and the economy. I would see this as related to other personal economic matters, such as social security, health and other retirement benefits. It is true that Vietnam continues to be the leading issue with this group;

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however, it is less important with older Americans than other voting blocs.

Generally older Americans perceive the President's handling of issues more favorably than any other group. He is ranked highest on most issues, with the exception of bussing, drugs, unemployment, crime, and general unrest. These latter issues are less important than the economic pocketbook problems. Therefore, I would suggest that emphasis be made in the economic area making sure that we cover the other important issues, such as, Vietnam.

If there are any other questions, be sure to call.

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