

The original documents are located in Box 65, folder “June 22, 1972 - Bart Porter - The President's Handling of Economic Problems” 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

June 22, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR: MR. BART PORTER

FROM: TED J. GARRISH *MO*

SUBJECT: The President's Handling of Economic Problems

I have attached lists showing those areas where the President is perceived very poorly on his ability to handle inflation, unemployment, and taxes.

The same criteria were used in selecting these areas as explained in our earlier memos.

Our studies have shown that inflation is the most important economic issue. How the President is seen handling inflation has a large influence in determining how an individual will vote. Unemployment is also critical in that, regardless of the record, the President is seen as significantly less able to handle unemployment problems than his Democratic opponents. Taxes are a perennial issue of more importance to middle and upper income voters and Republicans.

California, Oregon, and Washington and southeastern Wisconsin (Racine, Kenosha, Rock, Walworth Counties) deserve special attention. In these areas the President receives poor ratings on his ability to handle unemployment. It would seem appropriate for a special effort to be made in each of these areas.

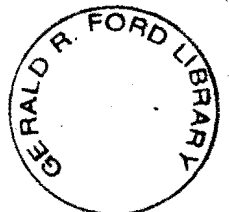
Taxes and inflation were particularly important in rural Missouri with older voters, and we believe the current situation in Missouri suggests that some action is needed.

If we can be of further assistance, please call.

~~CONFIDENTIAL~~

Determined to be an Administrative Marking

By CCG NARA, Date 2/8/2010



**SPECIAL AREA PRIORITIES
TO IMPROVE PERCEPTION
OF THE PRESIDENT IN
HANDLING INFLATION**

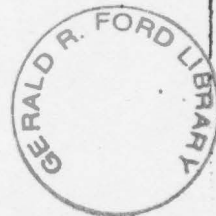
1. New York City and suburbs
2. Pittsburgh Metro
3. Portland Metro
4. Milwaukee Metro
5. Los Angeles and Orange County
6. San Francisco, San Mateo, Santa Clara,
and Santa Cruz Counties
7. Missouri - all parts of state including
rural areas
8. Cleveland Metro
9. Chicago Metro
10. Kenosha, Racine, Rock, and Walworth
Counties, Wisconsin
11. Texas (primarily Dallas, Houston, and Austin)



SPECIAL AREA PRIORITIES
TO IMPROVE PERCEPTION
OF THE PRESIDENT IN
HANDLING UNEMPLOYMENT

1. Philadelphia Metro
2. New York City and suburbs
3. Portland Metro
4. Seattle Metro
5. St. Louis Metro
6. California^{1/}
7. Pittsburgh Metro
8. Milwaukee Metro
9. Baltimore Metro
10. Chicago Metro
11. Houston Metro

^{1/} Emphasis should be in the population centers, particularly in southern California.



SPECIAL AREA PRIORITIES
TO IMPROVE PERCEPTION
OF THE PRESIDENT IN
HANDLING TAXES

1. New York City and suburbs
2. Hudson Valley, New York
3. Portland suburbs and Northern Oregon
coastal counties
4. Chicago suburbs
5. Rural Missouri
6. Pittsburgh Metro
7. Kansas City Metro
8. Newark Metro
9. Los Angeles and Orange County
10. Milwaukee Metro
11. Upstate New York
12. Philadelphia Suburbs
13. Toledo Metro
14. Nashville Metro

