

The original documents are located in Box 65, folder “July 6, 1972 - Paul Jones - Future Polling of Blacks” 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

July 6, 1972

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MEMORANDUM FOR:

PAUL JONES

FROM:

ROBERT TEETER *Rmt*

SUBJECT:

Future Polling of Blacks

Bob Marik has passed along your memorandum regarding our polling and future polling of blacks.

While I tend to agree with you and have seen some evidence to support the idea that there is a growing dissatisfaction with the Democratic Party among blacks, I have not seen any evidence to indicate that we are picking up any significant numbers of either anti-Democratic or pro-Nixon votes. There is some evidence that various state and local Republican candidates are attracting increasing numbers of blacks both for anti-Democratic and pro-candidate reasons. In order for the President to take advantage of any anti-Democratic sentiment that exists he is going to have to be perceived as at least sympathetic with and not anti-black. There is some evidence to indicate that a number of blacks now perceive him as being against many things that they see as being important to their success in this society.

As you know, we are just completing a series of polls in which we made some effort in the large states to measure attitudes of blacks toward the President and will have that data available later this month.

cc: B. Marik

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Administrative Marking

By CCG NARA, Date 2/8/2010

