

**The original documents are located in Box 65, folder “September 14, 1972 - Clark MacGregor - Suggested Presidential Appearance with Older Voters” 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 14, 1972

~~CONFIDENTIAL/EYES ONLY~~

MEMORANDUM FOR: THE HONORABLE CLARK MAC GREGOR

THROUGH: JEB S. MAGRUDER,

FROM: ROBERT M. TEETER *Rmt*

SUBJECT: Suggested Presidential Appearance  
with Older Voters

On September 22, the older voters division is sponsoring a Super Forum in St. Louis which would be an ideal occasion for a Presidential appearance. We would recommend that the President attend for the following reasons:

1. Older voters are the single most important voter bloc for the President and the level of their support in Missouri has significantly lagged behind older voters in other states in our second wave results.

Voters 65 years and over

	<u>Missouri</u>	<u>Calif.</u>	<u>Illinois</u>	<u>New York</u>	<u>Ohio</u>	<u>Texas</u>
Nixon	42%	58%	68%	60%	55%	54%
McGovern	43	27	20	30	30	33
Undecided	15	15	12	10	15	13
Margin	-1%	+31%	+48%	+30%	+25%	+21%

Apparently the reason for our poor showing with older voters in Missouri is because a large proportion of this age group in Missouri has always voted Democratic and it is more difficult for older voters to break lifelong voting habits.

Determined to be an  
Administrative Marking

By MPG NARA, Date 2/8/2010



Only recently has the committed Nixon vote exceeded the Democratic vote with older voters in Missouri.

Voters 65 years and over <sup>1/</sup>

	<u>January</u>	<u>June</u>	<u>September</u>
Nixon	37%	42%	49%
Democratic Opponent (McGovern-June, Sept./ Muskie-Jan.)	49	43	36
Undecided	14	15	15
Margin	-12%	-1%	+13%

2. A presidential visit would undoubtedly improve our situation with older voters in Missouri and with national press coverage it would also reinforce our favorable situation with older voters everywhere.

3. A joint appearance with Kit Bond at the St. Louis Super Forum would also help in his gubernatorial bid where he is now trailing by 5%. Bond is also running substantially behind the level a Republican candidate should be able to attain with older voters.

Voters 65 years and over <sup>2/</sup>

Bond	42%
Dowd	40
Undecided	17

4. As a further reason for such an appearance, the undecided vote in both the presidential and gubernatorial races is higher for voters 65 years and older than any other demographic group in Missouri.

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<sup>1/</sup> Complete demographics shown in Attachment A.

<sup>2/</sup> Complete demographics shown in Attachment B.



5. The Super Forum is scheduled for St. Louis which is the one geographic area in Missouri where the President is weakest.

	<u>All Voters</u>		
	<u>Nixon</u>	<u>McGovern</u>	<u>Undecided</u>
St. Louis City	23%	65%	13%
St. Louis, Suburbs	49	46	5
Kansas City (Entire Jackson County)	41	51	7
Outstate	45	38	17

6. A St. Louis appearance not only improves our situation in Missouri but also helps in East St. Louis, Illinois media market which is our weakest geographic market in Illinois.

cc: Mr. Dan Todd  
Mr. Frank Herringer



Missouri  
August 15-24, 1972  
604 Interviews

ATTACHMENT A

	<u>Nixon/Agnew</u>	<u>McGovern/Shriver</u>	<u>Undecided</u>	<u>Number</u>
Total 100%	51 (+ 7)	33 (-13)	15 (+ 5)	604
<u>Age</u>				
18-24 years	51 (+11)	41 (-15)	7 (+ 3)	61
25-34 years	62 (+21)	24 (-30)	13 (+ 8)	92
35-44 years	54 (+ 4)	32 (-12)	14 (+ 8)	106
45-54 years	43 (- 4)	43 (+ 0)	13 (- 3)	98
55-64 years	48 (+ 1)	27 (-12)	24 (+10)	101
65 years & over	49 (+ 7)	36 (- 7)	15 (+ 0)	145
<u>Education</u>				
Less than high school	42 (+ 5)	41 (- 8)	17 (+ 4)	236
High school graduate	53 (+ 7)	30 (-16)	16 (+ 8)	210
College	63 (+12)	26 (-17)	10 (+ 4)	151
<u>Income</u>				
Under \$5,000.	36 (+ 0)	51 (+ 3)	13 (- 3)	171
\$5,000-\$9,999	58 (+18)	31 (-23)	11 (+ 5)	179
\$10,000-\$14,999	63 (+ 9)	22 (-18)	14 (+10)	129
\$15,000 & over	56 (+ 1)	27 (-10)	15 (+ 8)	88
<u>Religion</u>				
Catholic	47 (+ 4)	39 (- 8)	15 (- 5)	116
Prot�stant	53 (+ 7)	31 (-14)	15 (+ 6)	449
<u>Race</u>				
White	56 (+ 6)	28 (-13)	16 (+ 7)	540
Black	6 (- 3)	81 (+ 4)	11 (- 3)	62
<u>Union</u>				
Yes	47 (+ 8)	37 (-17)	16 (+ 8)	194
No	53 (+ 8)	32 (-13)	14 (+ 4)	401
<u>Sex</u>				
Male	49	36	14	300
Female	52	30	16	305
<u>Geographic</u>				
St. Louis City	38	47	16	102
St. Louis Suburbs	50	39	11	117
Kansas City (Entire Jackson County)	55	36	8	102
Outstate	55	25	19	283

( ) Indicates change since Wave Two.



Missouri  
August 15-24, 1972  
604 Interviews

ATTACHMENT B

	<u>Bond</u>	<u>Dowd</u>	<u>Undecided</u>	<u>Number</u>
<b>Total 100%</b>	41 (- 6)	46 (+ 5)	12 (+ 0)	604
<u>Age</u>				
18-24 years	34 (-20)	57 (+19)	8 (+ 0)	61
25-34 years	45 (- 6)	49 (+ 6)	5 (- 1)	92
35-44 years	49 (- 2)	41 (+ 7)	11 (- 3)	106
45-54 years	38 (-10)	52 (+ 9)	10 (+ 1)	98
55-64 years	36 (- 4)	47 (+ 4)	18 (+ 1)	101
65 years & over	42 (+ 0)	40 (- 3)	17 (+ 2)	145
<u>Education</u>				
Less than high school	33 (- 5)	50 (+ 2)	17 (+ 3)	236
High school graduate	39 (-10)	49 (+ 9)	11 (+ 0)	210
College	57 (+ 0)	38 (+ 5)	5 (- 6)	151
<u>Income</u>				
Under \$5,000	30 (- 9)	57 (+15)	13 (- 5)	171
\$5,000-\$9,999	41 (- 6)	48 (+ 4)	11 (- 1)	179
\$10,000-\$14,999	50 (- 8)	43 (+ 7)	8 (- 2)	129
\$15,000 & over	50 (+ 0)	41 (+ 0)	8 (- 1)	88
<u>Religion</u>				
Catholic	35 (-10)	59 (+12)	5 (- 4)	116
Protestant	42 (- 6)	44 (+ 5)	14 (+ 2)	449
<u>Race</u>				
White	46 (- 7)	42 (+ 6)	12 (+ 1)	540
Black	8 (- 7)	79 (+ 8)	13 (- 1)	62
<u>Union</u>				
Yes	35 (- 5)	53 (+ 4)	11 (+ 1)	194
No	44 (- 9)	44 (+ 7)	12 (+ 2)	401
<u>Sex</u>				
Male	42	46	10	300
Female	39	46	14	305
<u>Geographic</u>				
St. Louis City	23	65	13	102
St. Louis Suburbs	49	46	5	117
Kansas City (Entire Jackson County)	41	51	7	102
Outstate	45	38	17	283

( ) Indicates change since Wave Two.

