MEMORANDUM

October 6, 1972

MEMORANDUM FOR: BILL NOVELLI

FROM: TED CARRISH

SUBJECT: Special Emphasis Areas for Older American Advertising

As we discussed, the attached list shows those states where our margin with older Americans is either slipping or less than what it should be. This does not address itself to the question of whether we should advertise to older Americans. However, if we decide to advertise locally with older Americans, this list shows the areas where it would be most helpful. I have also listed individual sub-areas in each state where there are large numbers or high percentages of older Americans.

cc: Frank Herringer
    Phil Joantou
    Dan Todd
OLDER AMERICAN PRIORITIES

1. California
   Los Angeles
   San Diego
   Sacramento
   San Francisco
   Fresno

2. Wisconsin
   Milwaukee
   Kenosha
   Racine
   Green Bay

3. Missouri
   St. Louis
   Kansas City
   St. Joseph
   Joplin
   Springfield
   Columbia
   Jefferson
   These small markets should be useful in reaching older voters living away from the urbanized areas.

4. Michigan
   Detroit (Highland Park & Hamtramck)
   Downriver suburbs and Ferndale
   Macomb County
   Flint
   Saginaw
   Bay City
   Grand Rapids
   Lansing
   Kalamazoo
   Traverse City

5. Maryland
   Baltimore suburbs
   Prince Georges County

6. New Jersey
   Newark
   Trenton
   Perth Amboy
   Rahway
   Monmouth & Ocean Counties