

The original documents are located in Box 66, folder “November 8, 1972 - Gordon C. Strachan - Turnout” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.

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Committee for the Re-election of the President

November 8, 1972

MEMORANDUM

~~CONFIDENTIAL~~

MEMORANDUM FOR: MR. GORDON C. STRACHAN

FROM: ROBERT M. TEETER

SUBJECT: Turnout

1) The demographic breaks from the CBS Election Day Poll are attached. To my knowledge and we talked to Dick Scammon yesterday, NBC did not do an election day poll but based their demographic analysis on key precincts.

2) A table with returns for most of the major cities that were available at noon today are attached.

3) National turnout was significantly lower than recent presidential elections. While a relatively light turnout was expected, the actual was lower than either the networks' or our projections. It was also much lower than any reports received during election day. This was apparently because most local election officials did not discriminate between larger numbers of people voting and percentages of those eligible to vote. Therefore actual numbers and long lines were interpreted and reported as large turnout.

There was no way for either the networks or us to measure percentage of turnout during the day as we checked almost 100 local election officials before the election and none could give us percentage turnout by time of day for previous elections.

It also appears that turnout was very uneven by states and local areas within states. While the local area returns will not be available for several days, the information we do have indicates that the turnout was very light in the central cities and average to high in some suburban areas. We are collecting the returns for all of the counties in the country and will do a further analysis of turnout when the information is available.

Determined to be an Administrative Marking

By 80 NARA, Date 2/8/10

