

**The original documents are located in Box 66, folder “October 20, 1972 - Frank Herringer - Demographic Profile Book” 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

October 20, 1972

MEMORANDUM FOR:

MR. FRANK HERRINGER

FROM:

TED J. GARRISH

Attached please find a copy of our Demographic profile book for our third wave of campaign polls which you may find useful as a reference.

Some additional data on Philadelphia City has recently come to our attention showing that the President is running well overall but somewhat behind the figures we had expected in several areas, especially ethnic wards. Some attention to three separate areas would be helpful. They are:

1. Wards 1, 2, 26 and 48. These are predominantly Italian wards. The Italian Market is located between Wards 1 and 2 (at 9th and Washington) and would be an excellent site for a rally especially on a Saturday morning. A surrogate appearance by someone such as John Volpe would be an extremely helpful.
2. Wards 53, 56 and 63. These are predominantly Jewish wards which are showing a high percentage of undecided vote. The Roosevelt Mall is in the heart of this area and would be an excellent site for a rally and an appearance by a Jewish surrogate.
3. Wards 55, 64, 57 and 65. These wards are predominantly Eastern European Ethnic, especially Polish. There is a commercial area at the intersection of Frankfort and Cottman and would make an excellent site for a rally.

cc: Fred Malek

