

The original documents are located in Box 64, folder “May 11, 1972 - John N. Mitchell - Ticket-Splitting Analysis” 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

May 11, 1972

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MEMORANDUM FOR: THE HONORABLE JOHN N. MITCHELL

FROM: ROBERT M. TEETER

SUBJECT: Ticket-Splitting Analysis

As a result of our first wave conclusions that indicate party behavior to be the major vote determining issue, I have been developing a ticket-splitting analysis. We have devised a format that can be easily utilized in the campaign on a state and local level.

The analysis measures the amount of ticket-splitting in all the counties of all fifty states. In the eleven priority states the analysis will go down to the ward and township or precinct level for the metropolitan areas. In this manner, we can pinpoint those areas where ticket-splitting is highest and allocate our resources there. It will be these voters that will give us our margin of victory.

The project can be coordinated with the mapping program. Together, both can provide excellent management tools in allocating time and resources in the field.

The cost of the project I estimate to be approximately \$30,000. This figure depends upon the ease with which we can obtain the necessary data. I do not anticipate the cost to significantly exceed \$30,000.

The entire project will be finished by July 1 with each state delivered to me on an as-ready basis. I will then distribute copies to the individual state coordinators with an explanation of how the information should be utilized. The coordinators are already assisting me in gathering the necessary data.

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Determined to be an Administrative Marking

By SD NARA, Date 12/31/09

