

The original documents are located in Box 65, folder “July 5, 1972 - Dan Evans - Illinois Past Voting 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

July 5, 1972

MEMORANDUM FOR: MR. ROBERT M. TEETER
FROM: DAN EVANS *Dave*
SUBJECT: Illinois Past Voting Analysis

Friday, June 30, our ticket-splitting and past voting analysis was put to its first real use in the field.

Nancy Brataas and I travelled to Chicago to confer with Illinois Bell Telephone, Tom Houser, David Krivan, and Bill McConkey about the locations of phone centers and the registration drive. I had with me our Illinois report plus behavior maps of the wards of Chicago. The people in Illinois were at first a little hesitant to accept our recommendations but after some conversation and a demonstration of how the data and maps could be used they became eager to apply the information to their operation.

Each county, regional or city chairman has been sent the applicable segment of the report to be used in the registration drive. The phone centers are being placed to reach the maximum number of ticket-splitters and Republicans at the least cost.

Nancy would like us to help her further. I think the telephone operation is that area in which our analysis will have the most immediate and advantageous usage. Bob Morgan is also using the data with Bob Williams to generate his mailing lists in Illinois.

cc: Al Kaupinen
Nancy Brataas

