

The original documents are located in Box 64, folder “March 6, 1972 - Bill Novelli - Voter Demographics” 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

March 6, 1972

~~CONFIDENTIAL/EYES ONLY~~

MEMORANDUM FOR: MR. BILL NOVELLI

FROM: DAN EVANS *[Handwritten initials]*

SUBJECT: Voter Demographics

In answer to your memorandum of February 15, 1972: Our data is not broken in a manner that allows us to easily measure several variables controlled for vote. So the contents of this memo are not going to be as sophisticated as you would like!

1. The 1968 vote is impossible to measure by poll results for the simple reason that people lie. Many more state they voted for Nixon than actually did. However, the fact that he won indicates his support was over and above normal Republican support. He must have gotten more Jews, Catholics, middle/low income, and union votes than experience would dictate; i.e. he got at least 20% of the behavioral Democrat vote. He also received over half of the ticket-splitters vote.

2. Currently on a Nixon/Muskie/Wallace ballot, the President's vote follows traditional Republican lines with a hefty chunk of Democrats and most of the ticket-splitters going to him.

Managers, officials and business owners go over 2 to 1 for Nixon over Muskie. Retired people go for Nixon but constitute the largest proportion of the undecided vote. Proportionately skilled craftsmen, foremen and kindred workers go Wallace, Muskie, Nixon in that order. Numerically, these people support Muskie, Nixon and Wallace in that order.

I realize that this memo does not answer your questions as you planned. However, soon it will be possible for us to do special runs on the computer to answer specific questions. If a question arises entailing 3 or 4 variables it can be answered promptly. We anticipate the decks to be operational in about ten days.

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reclassified to be Administrative Marking

Date 6/8/2007 By SMD

