

The original documents are located in Box 64, folder “May 9, 1972 - Donald Mosiman et al - Ticket-Splitting Analysis” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.

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File

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Committee for the Re-election of the President

MEMORANDUM

May 9, 1972

MEMORANDUM FOR:

DONALD MOSIMAN
 CLAYTON YEUTTER
 AL KAUPINEN
 HARRY FLEMING
 ROBERT MARDIAN
 FRED LA RUE

FROM:

DAN EVANS *DE*

SUBJECT:

Ticket-Splitting Analysis

As some of you may know, we are in the process of doing a statistical analysis of ticket-splitting in every county in the country. When it is finished, it will be specifically for the use of you and your people.

In order to compute ticket-splitting, it is necessary to know something about the races and personalities in each state. The formula for ticket-splitting is the difference between the Republican ticket leader and the Republican base race. The ticket leader is that individual who received the most votes and the base race is that individual who received the least votes. However, a race in which an individual is particularly unpopular or popular would not give us a true measure of ticket-splitting. I need your help in picking the '68 races to be used. We cannot use the President's vote because of the affect of the three man ballot in '68. So a typical formula would be U.S. Senator minus State Auditor.

No doubt you will have questions that are not answered here. Please call me with them. The program cannot be run until we have this information. Pending Mr. Mitchell's approval, we anticipate no delays in getting the final product to you.

cc: R. M. Teeter

