The original documents are located in Box 65, folder “July 10, 1972 - Alan Heslop - California 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 10, 1972

MEMORANDUM FOR: DR. ALAN HESLOP
FROM: DAN EVANS
SUBJECT: California Past Voting Analysis

I think that the people at Compass understand my request for voting data and can do what I want in the proper format. In short, we need in a format identical to the sample you have seen and Dick Shriver carried to Compass, the 1968 Presidential figures and percentages, the 1970 Lt. Governor and percentages and the 1970 U.S. Senator figures and percentages. We would like these by precinct, town/city, county and state ranked by ticket-splitting. Ticket-splitting is defined as the difference between the Republican candidate for Lt. Governor and the Republican candidate for U.S. Senator in 1970. Huffler understands the formula. He also knows in what areas to use precinct results and in what areas to use census tracts instead.

At some point very soon we may ask Compass to map the above.

As you know we are already far behind schedule in gathering this data for California and appreciate your help in accelerating Compass' delivery schedule.

Thank you.

cc: R. M. Teeter
R. Marik
R. Morgan
D. Shriver
MEMORANDUM

MEMORANDUM FOR: BOB MORGAN
FROM: DAN EVANS
SUBJECT: California Post Votor Analysis

July 10, 1972

I think that the people at Compass understand my request for voting data and can do what I want in the proper format. In short, we need in a format identical to the sample you have seen and Dick Shriver carried to Compass, the 1966 Presidential figures and percentages, the 1970 State Treasurer figures and percentages and the 1970 U.S. Senator figures and percentages. We would like these by precinct, town/city, county and state ranked by ticket-splitting. Ticket-splitting is defined as the difference between the Republican candidate for State Treasurer and the Republican candidate for U.S. Senator in 1970. Huffler understands the formula. We also know in what areas to use precinct results and in what areas to use census tracts instead.

At some point very soon we may ask Compass to map the above.

As you know we are already far behind schedule in gathering this data for California and appreciate your help in accelerating Compass' delivery schedule.

Thank you.

cc: R. H. Teeter
    R. Markk
    D. Shriver