MEMORANDUM FOR: RICK MURRAY
FROM: DAN EVANS
SUBJECT: Past Voting Analysis

August 15, 1972

Accompanying this memo are two copies of the New Jersey past voting analysis and one of Maryland. The Maryland analysis was given to Don Vostman some time ago and is in the field. This copy is for your reference.

The New Jersey data has just been run and is not in the field in this form. One of your copies should be sent to Barbara Curran. You will note that the 1968 Wallace vote is missing. Barbara has directed the vendor to collect it and we will incorporate it in our data base here. The Wallace vote is particularly important as our polling data shows the President receiving over 50% of the 1968 Wallace vote in New Jersey.

Based on our analysis, the key counties in New Jersey are Hudson, Middlesex, and Bergen. The towns of greatest ticket-splitting are:

- Bergen Co.
  - Bergenfield
  - Teaneck
- Hudson Co.
  - Jersey City
  - Bayonne City
  - Hoboken City
- Middlesex Co.
  - Woodbridge
  - Edison
  - Perth Amboy
  - Sayreville
  - Carteret

In the Philadelphia suburban counties of Burlington, Camden, and Gloucester:

- Burlington Co.
  - Maple Shade
  - Cinnaminson
- Camden Co.
  - Runnemede Boro.
  - Barrington Boro.
  - Gloucester Town
- Gloucester Co.
  - Camden
  - Burlington
The above mentioned priority areas are based upon numbers of voters and frequency of ticket-splitting. It is in these areas theoretically we can expect the highest levels of GOP and non-GOP Nixon support. Local organizational and political considerations must be weighted into our analysis to utilize this kind of data.

Please call me with any questions.

cc: Fred Malek
    Bob Teeter