

The original documents are located in Box 65, folder “August 15, 1972 - Rick Murray - Past Voting Analysis” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.

Copyright Notice

The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material. Gerald Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections. Works prepared by U.S. Government employees as part of their official duties are in the public domain. The copyrights to materials written by other individuals or organizations are presumed to remain with them. If you think any of the information displayed in the PDF is subject to a valid copyright claim, please contact the Gerald R. Ford Presidential Library.

COMMITTEE FOR THE RE-ELECTION OF THE PRESIDENT

MEMORANDUM

August 15, 1972

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

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

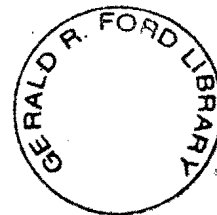
The New Jersey data has just been run and is not in the field in this form. One of your copies should be sent to Barbara Curran. You will note that the 1968 Wallace vote is missing. Barbara has directed the vendor to collect it and we will incorporate it in our data base here. The Wallace vote is particularly 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.	Middlesex Co.
Bergenfield	Woodbridge
Teaneck	Edison
	Perth Amboy
Hudson Co.	Sayreville
Jersey City	Carteret
Bayonne City	
Hoboken City	

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

Burlington Co.	Gloucester Co.
Mapleshade Town	Camden
Cinnamimson Town	Burlington
Camden Co.	
Runnemeade Boro.	
Barrington Boro.	
Gloucester Town	



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

