

The original documents are located in Box 65, folder “August 15, 1972 - Peter Sawers, et al - 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

August 15, 1972

MEMORANDUM FOR:

PETER SAWERS
RAYMOND BROWN
ALLEN KAUPINEN
DON MOSIMAN
TOM REED
RICHARD RICHARDS
CLAYTON YEUTTER
GORDON GOOCH

FROM:

DAN EVANS *DE*

SUBJECT:

Past Voting Analysis

Accompanying this memo are copies of ticket-splitting analysis prepared to date for your states. Not all the data has been collected yet so not all of your states are ready.

The printout displays 1968 Presidential vote and at least two other major statewide races in '68 or '70. Ticket-splitting is the simple percent difference between these two other races. In most cases the first race printed to the right of the Presidential column is a Republican who won relatively substantially (we call him the "ticket-leader"). In order to enhance the President's strength it is necessary to duplicate the ticket-leader. This can be done best by concentrating on high Republican and high ticket-splitting areas. State organizational and political considerations will determine what ticket-splitting areas can actually be targeted.

Those of you who are not familiar with the format will have questions. Please feel free to contact me at extension 355.

cc: Fred Malek
Bob Teeter

