

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.

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 Gerald Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections.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

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. Huffer 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



Committee for the Re-election of the President

MEMORANDUM

July 10, 1972

MEMORANDUM FOR: BOB MORGAN
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 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. 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
D. Shriver

