

**The original documents are located in Box 66, folder “November 2, 1972 - H.R. Haldeman - Election Night Data System” 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 Gerald Ford donated to the United States of America his copyrights in all of his unpublished writings in National Archives collections.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

November 2, 1972

~~CONFIDENTIAL~~

MEMORANDUM FOR:

MR. H. R. HALDEMAN

FROM:

ROBERT M. TEETER

SUBJECT:

Election Night Data System

The purpose of our election night reporting system will be to collect data upon which interpretative judgments will be made regarding the returns. It is not our intention to compete with the networks in calling the election or in providing comprehensive election returns. However, in this regard, I have made arrangements to be in direct contact with ABC and CBS which should provide early information on the network returns.

We will be collecting the following types of data:

1. Turnout estimates. These will be made at approximately 1:00 P.M. and 5:00 P.M. EST. They will necessarily have to rely on the judgment of local election officials as we checked about 100 counties and found only two or three that could provide previous turnout data by time of day.
2. State returns and county data on important counties in major SMSA's. (The List of Counties is shown in Attachment A.)
3. Precinct data from selected precincts for important demographic characteristics. [A partial list of precincts (85%) is shown in Attachment B):
  - A. College Students
  - B. Working youth
  - C. Ethnics
    - Irish
    - Polish
    - Italian
  - D. Jewish
  - E. Spanish-Americans
  - F. Union Members (Including UAW)
  - G. WASP (Midwest Upper Middle and Yankee)

Determined to be an  
Administrative Marking

By RD NARA, Date 2/8/10



4. Television network results.
5. News wire services (Special political and regular wires).
6. Opinion leader comments solicited by Bob Finch and Herb Klein.

A small group of analysts will assist me in the interpretation of the data. We will also have an inquiry desk to seek out information in the states to questions that may arise.

Our equipment needs, personnel requirements, further details of the information system, a flow diagram, and the expected order of the network predictions is also attached.



ATTACHMENT A

<u>SMSA</u>	<u>COUNTY</u>
Akron, Ohio	Summit
Anaheim-Santa Ana - Garden Grove, California	Orange
Atlanta, Georgia	DeKalb Fulton
Baltimore, Maryland	Baltimore City Baltimore
Birmingham, Alabama	Jefferson
Boston, Massachusetts	Middlesex Suffolk
Buffalo, New York	Erie
Canton, Ohio	Stark
Charleston, West Virginia	Kanawha
Chicago, Illinois	Cook DuPage Lake
Cincinnati, Ohio- Kentucky, Indiana	Hamilton
Cleveland, Ohio	Cuyahoga Lake
Columbus, Ohio	Franklin
Dallas, Texas	Dallas
Dayton, Ohio	Montgomery
Denver, Colorado	Denver
Des Moines, Iowa	Polk
Detroit, Michigan	Macomb Oakland Wayne

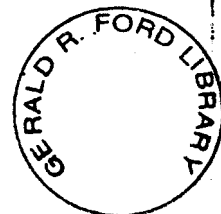


Evansville, Indiana-Kentucky	Vanderburgh
Flint, Michigan	Genessee
Fresno, California	Fresno
Grand Rapids, Michigan	Kent
Hamilton-Middletown, Ohio	Butler
Harrisburg, Pennsylvania	Cumberland
Houston, Texas	Harris
Indianapolis, Indiana	Marion
Kansas City, Missouri-Kansas	Jackson
Los Angeles - Long Beach, California	Los Angeles
Madison, Wisconsin	Dane
Miami, Florida	Dade
Milwaukee, Wisconsin	Milwaukee Waukesha
Minneapolis-St. Paul, Minnesota	Hennepin Ramsey
Mobile, Alabama	Mobile
New York, New York	New York City Bronx Kings New York Queens Nassau Suffolk Westchester
Newark, New Jersey	Essex



Philadelphia, Pennsylvania-New Jersey	Bucks Delaware Philadelphia
Pittsburgh, Pennsylvania	Allegheny Beaver Washington Westmoreland
Rochester, New York	Monroe
St. Louis, Missouri-Illinois	St. Louis City St. Louis
San Diego, California	San Diego
San Francisco-Oakland, California	Marin San Francisco San Mateo
Seattle-Everett, Washington	King
Syracuse, New York	Onondaga
Tampa-St. Petersburg, Florida	Pinellas
Toledo, Ohio-Michigan	Lucas
Youngstown-Warren, Ohio	Mahoning
South Dakota*	Pennington Minnehaha Brown Brookings
New Jersey*	Bergen City Hudson

\*NON-SMSA





ATTACHMENT B  
PRECINCT COVERAGE

College Students

Ann Arbor, Michigan

<u>Ward</u>	<u>Precinct</u>	<u>% of Voters 18-20 Years</u>
1	3*	62%
2	3**	67%
1	8	47%

\* Includes dorms and apartment houses.

\*\* Primarily dorm housing (Angell Hall-University of Michigan)

95% Polish - Canvass done w/bilingual volunteers. 1920 yellow or white brick houses with large porches on small lots. Well trimmed lawns and gardens.

Hamtramck, Michigan

Precincts 11, 35, 38

Young Middle Income Blue Collar

Under 30 years of age, union, and non-union workers living in apartment houses.

Madison Heights, Michigan

Precinct 16

Lower End Jewish Voters

New York City

	<u>Assembly Dist.</u>	<u>Precinct</u>
Kings	47	8
Bronx	81	37
	81	42

Middle Income Jewish Voters

New York City

	<u>Assembly Dist.</u>	<u>Precinct</u>
Kings	44	13
Queens	27	24
Queens	28	52

UAW - Union workers with \$10,000-\$14,000 incomes in frame houses with boats and campers parked throughout the neighborhoods.

Garden City, Michigan	Precinct 4
Taylor, Michigan	Precinct 4
Lincoln Park, Michigan	Precinct 1

Union/Blue Collar \$10,000-\$15,000

High ticket-splitting areas with small run-down ranch houses. Winning Republicans run well here.

	<u>Ward</u>	<u>Precinct</u>
Pittsburgh	19	22 23
Pittsburgh	20	17 18

Union/Blue Collar \$10,000-\$15,000

Straight Democratic voters, generally Polish and living in row houses.

	<u>Ward</u>	<u>Precinct</u>
Pittsburgh	17	6 4
Pittsburgh	16	5 6

Spanish-American - Low Income

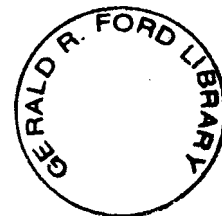
Los Angeles, California

	<u>% Sp.-Am.</u>	<u>Median Income</u>
Precinct 2720	86%	\$5,102
Precinct 923	85%	\$6,382
Precinct 1858	75%	\$6,417

Spanish-American - High Income

Los Angeles, California

	<u>% Sp.-Am.</u>	<u>Median Income</u>
Precinct 24	63%	\$11,610
Precinct 27	54%	\$11,293
Precinct 4	74%	\$11,293





Spanish-American - Low Income

San Antonio, Texas

<u>Precinct</u>	<u>% Sp.-Am.</u>
204	60%
102	75
60	60

Spanish-American - High Income

San Antonio, Texas

<u>Precinct</u>	<u>% Sp.-Am.</u>
226	60%
213	60
143	50

Italian-American (Incomes of \$7,500 & Under)

Philadelphia, Pennsylvania

Many are Italian immigrants and row houses are predominant.

<u>Ward</u>	<u>Div./Prec.</u>
39	46
1	1

Italian-Americans (Incomes of \$10,000 & More)

Philadelphia, Pennsylvania

This area includes many young Italian businessmen and professionals. It is a new housing section (Packer Park).

<u>Ward</u>	<u>Div./Prec.</u>
26	1
	2

Jewish - Upper Incomes (\$10,000 & Over)

Philadelphia, Pennsylvania

These neighborhoods include a high proportion of well-to-do Jewish voters, generally business and professional types.

<u>Ward</u>	<u>Div./Prec.</u>
56	30
	38



Upper Middle Class - WASP

Philadelphia, Pennsylvania

This residential area includes homes priced \$40,000 and up. The median income exceeds \$20,000 and about half of the voters are in professional occupations.

<u>Ward</u>	<u>Div./Prec.</u>
9	11 9

Yankee WASP

Massachusetts

- Norfolk County - Dover Town
- Essex County - Manchester Town
- Middlesex County - Weston #1
- Boston City - Ward 5 Prec. 5

Low/Middle Italian

Massachusetts

- Worcester County - Milford Town

Middle Italian

Massachusetts

- Boston City - Ward 3 Prec. 1 or 3
- Boston City - Ward 1, Any Prec. 1-10

Low-Middle Irish

Massachusetts

- Boston City - Ward 13, Prec. 7, 8, 9

Middle - Irish

Massachusetts

- Quincy City - Ward 5



Middle-Upper Irish

Massachusetts

Milton City - Precinct, 6

Mixed Irish

Massachusetts

Dedham City - Precinct 4

Eastern European - Low Income

These are primarily Polish.

Philadelphia, Pennsylvania

<u>Ward</u>	<u>Div./Prec.</u>
45	3
	4

Puerto Rican

Philadelphia, Pennsylvania

<u>Ward</u>	<u>Div./Prec.</u>
18	15
	18

Jewish - Low Income

This area contains a high percentage of older retired persons.

<u>Ward</u>	<u>Div./Prec.</u>
49	17
	21



ATTACHMENT C

DATA FLOW

State - Counties - Precincts

(10 Persons Required)

1. Output Device from Shoreham

Two persons tear off the computer sheets and hand to transcription desk organized by state.

2. Transcription Desk

The states will be organized into six groups which will be the responsibility of six separate transcribers. Each transcriber will match the computer sheets with past voting data sheets and copy the computer output on to the past voting sheet. The completed sheets will then move to the xerox, filing and delivery desk.

3. Xerox - File - Delivery Desk

Ten persons will be responsible to receive the completed data sheets, to xerox three copies, file one copy with the master file and then deliver a copy to the analysts and a copy to the inquiry desk.

Opinion Leaders

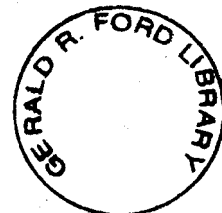
(5 Secretaries Needed)

1. A pool of five secretaries will receive dictated opinion leader reports, type the reports and deliver to xerox desk.
2. Forms will be xeroxed, filed, and delivered as with state data.

News Wires

(3 Persons Required)

1. UPI political wire will be completely xeroxed and delivered to Teeter, analysts, and inquiry desk.
2. Forms from regular news wire will be completed as necessary and sent to xerox desk.
3. Xerox - File - Deliver.



FILE SYSTEM

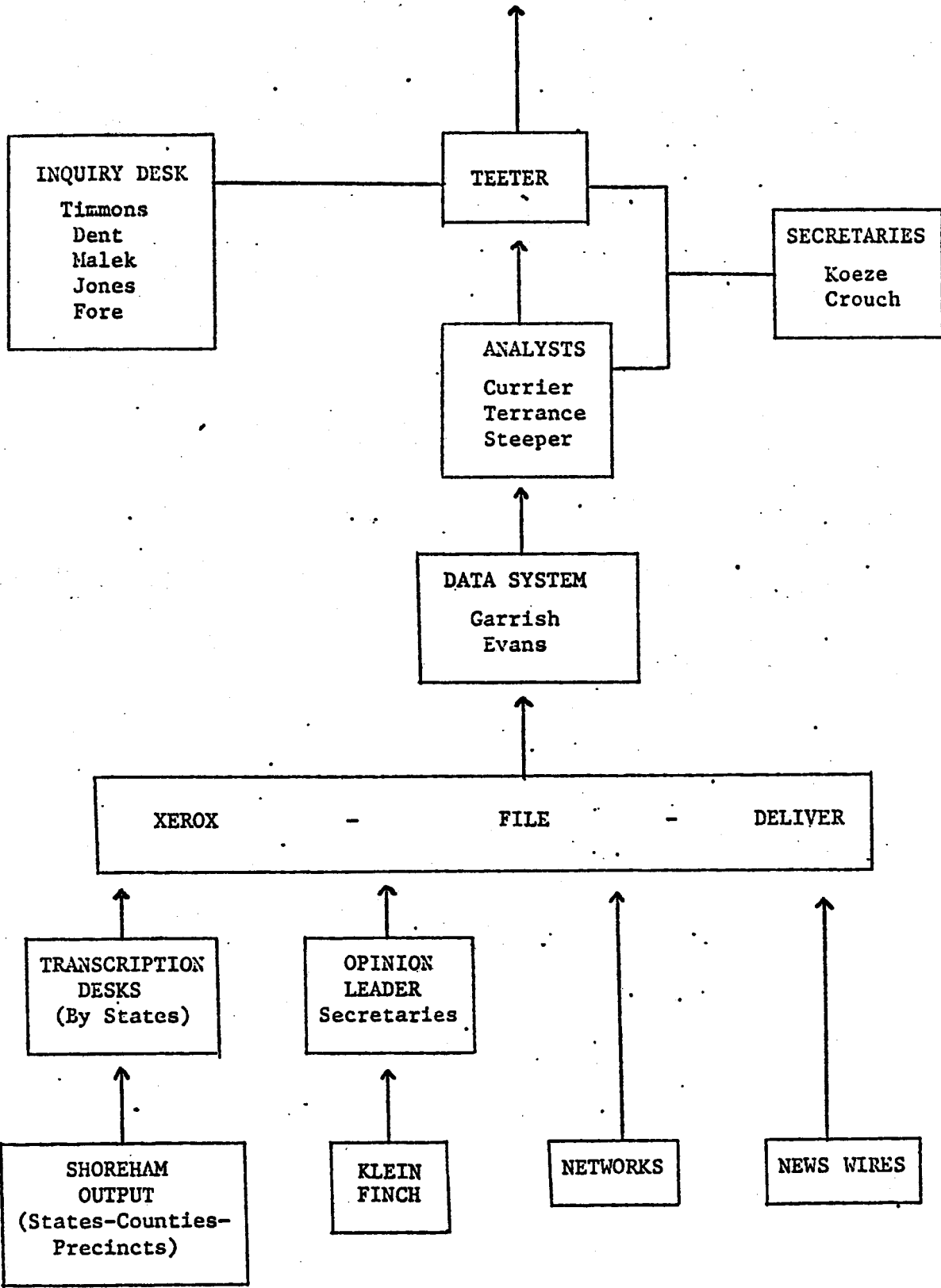
For maximum reporting states:

- |                          |        |
|--------------------------|--------|
| 1. State Files           | White  |
| 2. Separate County Files | Red    |
| 3. Precinct Files        | Green  |
| 4. Opinion Leaders       | Yellow |
| 5. Networks              | Blue   |
| 6. Wire Services         | Brown  |

For minimum states:

- |                |       |
|----------------|-------|
| 1. State Files | White |
|----------------|-------|





ATTACHMENT D

EQUIPMENT AND MATERIALS

Telephones

Teeter

- 1 Private Line (Number not given out)
- 3 General Lines
- 1 Direct Line to DeBolt

Inquiry Desk

- 2 Phones for each person (10 Phones)

Analyst Desk

- 1 Phone for each person (3 Phones)

Data System Desk (Garrish)

- 2 Phones
- 1 Direct Line to DeBolt

Output Room

- 2 Phones
- 1 Direct Line to DeBolt (Long cords on these phones)

Televisions

Six televisions in addition to those needed for network coverage.

Xerox Machines

Two rapid xerox machines.

Output System

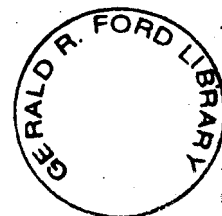
One plus a backup system.

Telecopiers

Two telecopiers.

Office Supplies

- 300 White legal size file folders
- 200 Red legal size file folders
- 150 Green legal size file folders
- 200 Yellow legal size file folders
- 200 Blue legal size file folders
- 200 Brown legal size file folders



Office Supplies (Cont'd.)

Staplers

Xerox paper (Gov't. and regular letter size)

Filing bins for 50 states

25 office mail boxes

Marking pens/Yellow Pads/ and miscellaneous supplies





WITHDRAWAL SHEET (PRESIDENTIAL LIBRARIES)

FORM OF DOCUMENT	CORRESPONDENTS OR TITLE	DATE	RESTRICTION
List	Attachment E "Personnel" (redacted copy)	11/2/1972	C

File Location:

Robert Teeter Papers, Box 66, "November 2, 1972 - H.R. Haldeman - Election Night Data System" / JPS / 2/24/16

RESTRICTION CODES

- (A) Closed by applicable Executive order governing access to national security information.
- (B) Closed by statute or by the agency which originated the document.
- (C) Closed in accordance with restrictions contained in the donor's deed of gift.

ATTACHMENT E

PERSONNEL

(1701)

Robert M. Teeter  
Theodore J. Garrish  
Daniel F. Evans, Jr.  
Nancy L. Crouch  
Mary Beth Koeze

Additional:

Lance Terrance  
Census Bureau

Frederick Plumer Currier  
1410 Nicolet Place  
Detroit, Michigan 48207

Soc. Sec.: 362-24-0603  
Born: Grand Rapids, Michigan  
December 6, 1923

Frederick Thomas Steeper  
15573 Orchard Avenue  
Romulus, Michigan

Soc. Sec.: [REDACTED]  
Born: [REDACTED]

Inquiry Desk:

Bill Timmons  
Harry Dent  
Fred Malek  
Jerry Jones  
Rick Fore

Network Desk:

Nine Persons

Secretarial and Clerical:

Eighteen Persons

Back-up and Relief:

Five Persons



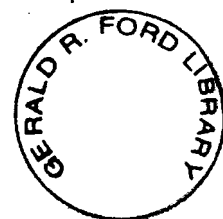
ATTACHMENT F

	<u>Electoral Vote</u>	<u>Closing Time</u>
TENNESSEE	10	9:00
KENTUCKY	9	7:00
INDIANA	13	7:00
OHIO	25	6:30
VERMONT	3	7:00
FLORIDA	17	7:30
VIRGINIA	12	7:00
GEORGIA	12	7:00
SOUTH CAROLINA	8	7:00
NEW HAMPSHIRE	4	8:00
MISSISSIPPI	7	7:00
ALABAMA	9	8:00
ILLINOIS	26	7:00
NORTH CAROLINA	13	7:30
WEST VIRGINIA	6	7:30
CONNECTICUT	8	8:00
MARYLAND	10	8:00
NEW JERSEY	17	8:00
PENNSYLVANIA	27	8:00
OKLAHOMA	8	8:00
MISSOURI	12	8:00
MASSACHUSETTS	14	8:00
KANSAS	7	9:00
TEXAS	26	9:00
MAINE	4	9:00
MICHIGAN	21	8:00



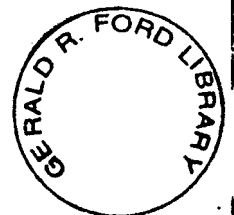
## ATTACHMENT F (Cont'd.)

NORTH DAKOTA	3	9:00
SOUTH DAKOTA	4	9:00
DELAWARE	3	8:00
ARKANSAS	6	8:30
DISTRICT OF COLUMBIA	3	8:00
IOWA	8	9:00
NEW YORK	41	9:00
LOUISIANA	10	9:00
COLORADO	7	9:00
NEW MEXICO	4	9:00
WISCONSIN	11	9:00
MINNESOTA	10	9:00
WYOMING	3	9:00
RHODE ISLAND	4	9:00
NEBRASKA	5	10:00
ARIZONA	6	9:00
NEVADA	3	10:00
IDAHO	4	11:00
UTAH	4	10:00
MONTANA	4	10:00
OREGON	6	11:00
WASHINGTON	9	11:00
HAWAII	4	11:00
CALIFORNIA	45	11:00
ALASKA	3	11:00



A

	<u>Total</u>	<u>Republican</u>	<u>Ticket-splitter</u>	<u>Democrat</u>	<u>Metro</u>	<u>Non-metro</u>
Nixon	49%	83%	57%	28%	48%	58%
Muskie	41	13	33	62	42	33
Undecided	10	4	10	10	10	9
Nixon	54	90	61	29	53	62
Humphrey	36	6	27	61	37	27
Undecided	10	4	12	10	10	11
Nixon	49	87	57	25	49	51
Kennedy	41	9	30	66	41	38
Undecided	10	4	13	9	10	11
Nixon	47	79	53	27	46	54
Muskie	36	13	24	56	36	30
Wallace	8	5	13	6	8	9
Undecided	9	3	10	11	10	7
Nixon	49	85	53	27	48	54
Humphrey	33	6	23	58	34	26
Wallace	8	5	13	5	8	10
Undecided	10	4	11	10	10	10
Nixon	45	81	48	25	44	50
Kennedy	38	7	27	62	39	29
Wallace	8	6	12	5	8	9
Undecided	9	6	13	8	9	12
Nixon	40	72	44	21	39	49
Muskie	26	7	20	39	26	22
Wallace	5	5	7	2	--	--
McCarthy	10	8	11	12	--	--
Chisholm	4	*	3	9	5	1
Undecided	15	8	15	17	15	11



B

	<u>Nixon</u>	<u>Muskie</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number of Cases</u>
Total - 100%	47	36	8	10	
<u>Education</u>					
Less than high school	47%	30%	10%	13%	341
High school graduate	49	32	11	8	296
College	43	48	3	6	198
<u>Income</u>					
Under \$5,000	44	38	6	12	100
\$5,000-9,999	44	37	10	9	242
\$10,000-14,999	47	36	12	5	224
\$15,000 +	53	38	4	5	182
<u>Age</u>					
18-24 years	35	56	8	1	130
25-34 years	44	40	11	5	146
35-44 years	58	28	8	6	152
45-54 years	49	28	10	13	159
55-64 years	41	38	6	15	117
65 years +	50	26	8	16	134
<u>Sex</u>					
Male	45	36	9	10	397
Female	48	35	8	9	441
<u>Race</u>					
White	50	33	9	8	739
Negro	21	55	4	20	99
<u>Religion</u>					
Catholic	48	33	10	9	395
Protestant	57	27	9	7	303
Jewish	14	58	2	26	75
<u>Union</u>					
Yes	41	41	9	9	354
No	51	32	8	9	484



C

	<u>Nixon</u>	<u>Humphrey</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number of Cases</u>
Total - 100%	49	33	8	10	
<u>Education</u>					
Less than high school	45%	31%	10%	14%	341
High school graduate	50	33	10	7	296
College	53	36	4	7	198
<u>Income</u>					
Under \$5,000	45	37	6	12	100
\$5,000-9,999	43	37	11	9	242
\$10,000-14,999	51	31	12	6	224
\$15,000 +	62	27	5	6	182
<u>Age</u>					
18-24 years	41	45	10	4	130
25-34 years	46	37	12	5	146
35-44 years	59	26	8	7	152
45-54 years	52	28	9	11	159
55-64 years	40	41	4	15	117
65 years +	53	22	7	18	134
<u>Sex</u>					
Male	47	32	9	12	397
Female	51	34	8	7	441
<u>Race</u>					
White	54	28	9	9	739
Negro	14	66	4	16	99
<u>Religion</u>					
Catholic	51	29	9	11	395
Protestant	59	25	9	7	303
Jewish	17	58	3	22	75
<u>Union</u>					
Yes	43	36	11	10	354
No	53	31	7	9	484



## New Jersey

D

	<u>Nixon</u>	<u>Kennedy</u>	<u>Wallace</u>	<u>Undecided</u>	<u>Number</u>
Total - 100%	45	38	8	9	
<u>Education</u>					
Less than high school	37%	40%	9%	14%	341
High school graduate	48	36	9	7	296
College	53	37	4	6	198
<u>Income</u>					
Under \$5,000	34	42	7	17	100
\$5,000-9,999	38	43	10	9	242
\$10,000-14,999	45	40	11	4	224
\$15,000 +	60	29	4	7	182
<u>Age</u>					
18-24 years	32	60	7	1	130
25-34 years	41	41	12	6	146
35-44 years	56	31	6	7	152
45-54 years	50	34	7	9	159
55-64 years	40	40	5	15	117
65 years +	46	24	9	21	134
<u>Sex</u>					
Male	46	35	8	11	397
Female	43	40	8	9	441
<u>Race</u>					
White	49	33	8	10	739
Negro	11	75	2	12	99
<u>Religion</u>					
Catholic	44	36	9	11	395
Protestant	55	30	8	7	303
Jewish	20	56	4	20	75
<u>Union</u>					
Yes	39	43	9	9	354
No	49	34	7	10	484

