

Richard Nixon Presidential Library  
White House Special Files Collection  
Folder List

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
60	10	n.d.	Memo	Handwritten memo from H.R. Haldeman to D.W. re: estimate on the general elections. 1 page.
60	10	n.d.	Memo	Handwritten memo from H.R. Haldeman to D.W. re: data needed regarding Republican turnout in various elections. 1 page.
60	10	n.d.	Report	Voter turnout information for various primary elections. 1 page.
60	10	08/13/1962	Report	Voter turnout information for various primary elections. 1 page.
60	10	n.d.	Report	Primary results for 1962 elections. 4 pages.
60	10	07/13/1962	Letter	to Emily G. Pike from H.R. Haldeman re: San Francisco statistics. 1 page.

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60	10	07/11/1962	Letter	To H.R. Haldeman from Emily G. Pike re: San Francisco primary election statistics. 1 page.
60	10	06/25/1962	Memo	To Don Frey from H.R. Haldeman re: primary vote analysis. 1 page.

DW -

Can't they get  
some estimate  
on anything on  
the year elections?

Primaries do no  
good -

H

BOB HALDEMAN

DW

I need to know  
right away the  
% turnout of Repubs  
vs. Dems in Calif.  
in 1960, 1958, 1956,  
1954 & 1952 + 1950

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This should be % of total  
registered Repubs who actually  
voted - and same for  
Dems.

Thanks →

BOB HALDEMAN

Re: your note

Hal Griffin says this info. is not available for general elections....  
but based on primary votes for top office (Gov. & Pres.)....he comes  
up with following percentages:

1960      60.0 - Repub.  
(Pres.)   54.4 - Dem.

1958      65.2 - Repub.  
Gov.      64.6 - Dem.

1956      59.5 - Repub.  
Pres.     60.0 - Dem.

1954      57.0 - Repub.  
Gov.      54.6 - Dem.

1952      70.7 - Repub.  
Pres.     54.8 - Dem.

1950      68.1 - Repub.  
Gov.      60.9 - Dem.

Research  
Vote Analysis

8-13-62

Re: your note

Hal Griffin says this info. is not available for general elections....  
but based on primary votes for top office (Gov. & Pres.)....he comes  
up with following percentages:

1960      60.0 - Repub.  
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Pres.     54.8 - Dem.

1950      68.1 - Repub.  
Gov.      60.9 - Dem.

To: [unclear]

1962 PRIMARY RESULTS - REPUBLICAN  
47 NORTHERN COUNTIES

	<u>Registration</u>	<u>Total Vote for Gov.</u>	<u>% Voted for Gov.</u>	<u>Nixon Vote</u>	<u>Shell Vote</u>	<u>% Nixon of Total</u>
<u>47 Northern Counties</u>	1,080,781	755,178	69.8%	488,237	256,926	64.7%
<hr/>						
<u>GROUP A</u>						
Alameda	163,934	111,423	68.2%	75,576	34,173	67.8%
San Francisco	127,149	79,877	62.7%	59,553	19,545	74.6%
Santa Clara	119,869	80,513	67.2%	54,226	25,203	67.3%
Sacramento	77,431	56,786	73.5%	28,034	28,054	49.4%
San Mateo	93,767	59,287	63.3%	41,282	17,378	69.7%
Contra Costa	72,225	51,412	71.2%	34,451	16,233	67.0%
Fresno	44,102	30,538	69.2%	18,927	11,264	62.2%
SUB TOTAL:	697,777	469,836	62.3%	312,049	151,850	66.5%
<u>GROUP B</u>						
San Joaquin	37,443	28,462	76.0%	19,009	9,177	66.0%
Marin	36,543	26,354	72.2%	18,333	7,717	69.2%
Sonoma	31,245	22,241	71.2%	14,419	7,507	64.8%
Monterey	28,068	20,230	72.1%	13,717	6,221	67.8%
Stanislaus	25,600	19,174	74.9%	10,335	8,676	53.9%
Tulare	23,047	16,700	72.5%	10,248	6,344	61.4%
SUB TOTAL:	181,946	133,161	73.3%	86,061	45,642	64.6%
<u>GROUP C</u>						
Santa Cruz	22,340	16,284	72.9%	11,015	4,908	67.7%
Butte	17,904	13,063	73.0%	7,678	5,194	58.7%
Humboldt	16,201	12,610	77.8%	7,232	5,141	57.3%
Solano	14,689	10,398	70.8%	6,964	3,250	67.1%
Napa	13,318	9,678	72.6%	6,338	3,218	65.5%
Merced	9,728	7,121	73.1%	4,305	2,672	60.5%
Yolo	9,253	7,027	75.9%	3,496	3,403	49.8%
Placer	9,226	7,387	80.2%	3,335	3,912	45.2%
Shasta	8,793	6,660	75.8%	3,041	3,537	45.7%
SUB TOTAL:	121,452	90,228	74.2%	53,404	35,235	59.2%

	<u>Registration</u>	<u>Total Vote for Gov.</u>	<u>% Voted for Gov.</u>	<u>Nixon Vote</u>	<u>Shell Vote</u>	<u>% Nixon of Total</u>
<u>GROUP D</u>						
Menocino	7,960	6,378	80.1%	4,337	1,871	68.0%
Sutter	6,034	4,733	78.5%	2,596	2,035	54.9%
Siskiyou	5,386	3,995	74.3%	2,396	1,510	60.0%
Kings	5,151	3,524	68.4%	2,185	1,304	62.0%
Nevada	5,121	3,906	76.2%	1,768	2,112	45.3%
El Dorado	5,105	3,793	74.3%	1,996	1,754	52.6%
Tehama	4,719	3,962	84.0%	2,047	1,873	52.0%
Madera	4,551	3,474	76.4%	2,291	1,102	65.9%
Yuba	4,064	3,024	74.4%	1,701	1,283	56.8%
Lake	3,866	3,190	82.5%	2,052	1,097	64.3%
Glenn	3,323	2,698	81.2%	1,581	1,075	58.7%
Tuolumne	3,116	2,483	79.8%	1,734	706	69.9%
San Benito	2,659	2,062	77.7%	1,426	589	59.2%
Sel Norte	2,486	1,982	79.8%	1,347	605	68.9%
Calaveras	2,386	1,975	82.8%	1,219	717	61.7%
Colusa	2,096	1,688	80.6%	1,046	605	62.0%
Lassen	1,988	1,529	76.9%	857	648	56.0%
Amador	1,870	1,568	83.9%	857	690	54.7%
Plumas	1,788	1,405	78.6%	642	747	45.7%
Modoc	1,469	1,189	81.0%	741	425	62.3%
Mariposa	1,398	1,113	79.7%	738	363	66.3%
Trinity	1,316	986	75.0%	473	501	47.9%
Mono	857	694	81.0%	433	254	62.4%
Sierra	564	478	84.9%	178	293	37.2%
Alpine	133	124	94.2%	82	40	66.1%
SUB TOTAL	79,406	61,953	78.0%	36,723	24,199	59.0%

1962 PRIMARY RESULTS - DEMOCRATIC  
47 NORTHERN COUNTIES

	<u>Registration</u>	<u>Total Vote for Gov.</u>	<u>% Voted for Gov.</u>	<u>Brown Vote</u>	<u>Non-Brown Vote</u>	<u>% Brown of Total</u>
<u>47 Northern Counties</u>	1,642,404	937,064	57.0%	757,358	179,706	80.8%
<b>GROUP A</b>						
Alameda	263,586	147,701	56.1%	124,990	22,711	84.7%
San Francisco	229,324	132,142	55.2%	116,849	15,293	88.4%
Santa Clara	141,098	74,817	53.0%	62,570	12,247	83.8%
Sacramento	132,672	77,004	58.0%	60,230	16,774	77.9%
San Mateo	111,309	55,834	51.0%	47,875	7,959	85.7%
Contra Costa	113,558	65,610	57.8%	52,357	13,253	79.8%
Fresno	93,469	51,956	55.7%	40,289	11,667	77.6%
SUB TOTAL:	1,085,016	605,064	56.8%	505,160	99,904	83.7%
<b>GROUP B</b>						
San Joaquin	59,178	33,521	56.7%	24,488	9,033	73.2%
Marin	32,707	19,383	59.3%	15,984	3,399	82.5%
Sonoma	37,072	20,228	54.6%	16,168	4,060	79.8%
Monterey	34,707	20,162	58.2%	14,882	5,280	73.9%
Stanislaus	38,265	21,128	55.2%	16,667	4,461	79.0%
Tulare	34,900	18,811	53.9%	14,075	4,736	74.8%
SUB TOTAL:	236,829	133,233	56.3%	102,264	30,969	76.8%
<b>GROUP C</b>						
Santa Cruz	22,438	13,482	60.2%	9,984	3,498	74.1%
Butte	21,241	12,432	58.5%	8,991	3,441	72.3%
Humboldt	24,549	14,809	60.3%	10,321	4,488	69.7%
Solano	33,606	21,200	63.1%	17,377	3,823	81.9%
Napa	17,918	11,249	62.8%	8,987	2,262	79.8%
Merced	19,557	10,990	56.2%	8,539	2,451	77.7%
Yolo	15,971	10,341	64.8%	8,082	2,259	78.2%
Placer	16,125	10,745	66.7%	7,916	2,829	73.6%
Shasta	17,799	11,452	64.4%	8,595	2,857	75.0%
SUB TOTAL:	189,204	116,700	61.7%	88,792	27,908	76.1%

	<u>Registration</u>	<u>Total Vote for Gov.</u>	<u>% Voted for Gov.</u>	<u>Brown Vote</u>	<u>Non-Brown Vote</u>	<u>% Brown of Total</u>
<u>GROUP D</u>						
Mendocino	12,234	8,298	67.8%	6,365	1,933	76.8%
Sutter	6,972	4,395	64.5%	2,673	1,722	60.8%
Siskiyou	9,997	6,502	65.0	5,067	1,435	78.0%
Kings	12,733	6,586	51.7%	5,148	1,438	78.2%
Nevada	5,827	3,508	60.2%	2,706	802	77.2%
El Dorado	8,301	5,015	60.5%	3,589	1,426	71.6%
Tehama	7,200	4,170	58.0%	3,032	1,138	72.7%
Madera	10,570	6,406	60.5%	5,108	1,298	79.7%
Yuba	7,157	4,319	60.6%	2,977	1,342	68.9%
Lake	4,574	3,113	68.0%	2,264	849	72.8%
Glenn	4,630	3,129	67.6%	2,012	1,117	64.5%
Tuolumne	5,169	3,413	66.0%	2,578	835	70.6%
San Benito	3,719	2,329	62.6%	1,792	537	77.0%
Del Norte	4,275	2,305	53.9%	1,684	621	73.1%
Calaveras	3,517	2,425	69.0%	1,608	817	66.4%
Colusa	3,239	2,060	63.6%	1,600	460	77.7%
Lassen	4,560	2,971	65.2%	2,370	601	79.8%
Amador	3,801	2,694	71.0%	2,006	686	74.4%
Plumas	4,039	2,780	68.8%	2,304	476	82.9%
Modoc	2,285	1,539	67.4%	1,130	409	73.5%
Mariposa	1,784	1,111	67.3%	879	232	79.2%
Trinity	3,068	1,920	62.6%	1,471	449	76.6%
Mono	799	470	58.8%	320	156	68.1%
Sierra	836	546	65.3%	411	135	75.3%
Alpine	89	63	70.8%	48	15	76.2%
SUB TOTAL:	131,355	82,067	62.5%	61,142	20,925	74.5%

July 13, 1962

Dear Emily:

Thanks very much for the San Francisco statistics. These are interesting and helpful.

Our research people are working up a very complete analysis of the total primary vote - from every angle. I am sending your letter along to them for their information.

It was good to see you down here.

Keep up the good work, and

**WIN WITH NIXON!**

H. R. Haldeman

Miss Emily G. Pike  
Nixon-for Governor  
583 Market Street  
San Francisco 5, California



*ack + thank*

## NIXON FOR GOVERNOR

San Francisco County Headquarters  
583 Market Street, San Francisco 5, DO 2-3134

ALAN H. NICHOLS, CHAIRMAN

EMILY G. PIKE, CAMPAIGN MANAGER

July 11, 1962

Mr. H. R. Haldeman  
Campaign Director  
Nixon for Governor Committee  
3908 Wilshire Boulevard  
Los Angeles 5, California

Dear Bob:

In view of our previous discussion re the Republican vote turn-out in San Francisco in the Primary, I thought you would be interested in the statistics from our County Registrar.

The Republican registration in San Francisco is 127,149. The combined vote for all Republican candidates for Governor cast in San Francisco was 79,814. This makes the Republican vote cast 62.7% of the registration, rather than the 59.1% statistic which you had on file. The only way I can figure your researcher arrived at the 59% figure was to take the total Republican and Democrat vote for Governor (211,309) divided by the total registration (356,473).

Incidentally, the total Democrat vote for Governor was 131,495. The total Democrat registration is 229,324. This makes their turn-out of Democrat voters 57.3%, lower than the Republican turn-out.

I am working closely with the precinct people in San Francisco to correct and improve the situation for the Fall.

Sincerely,

*Emily G. Pike*  
Emily G. Pike

CC: A. J. Dolan, Jr.  
W. M. Spencer

Don Frey

6-25-62

Bob Haldeman

RN is most anxious that a very complete and thorough analysis be made of the primary vote. His point is that we spend a lot of money on polls based on small samples, while here we have 100% accuracy with a sample of gigantic proportions.

He is especially interested in all possible types of comparative analyses to be used as guide lines for strategy and schedule planning for the fall campaign.

The total Republican turn-out, the Nixon vote vs. Shell vote, the Brown vote vs. the Anti-Brown vote, the relative strength of Nixon and Christopher, should all be analyzed by totals, counties and Assembly Districts.

The evaluation of results should also be made against known primary promotional activity, i.e. telethon areas vs. non-covered areas, billboard areas, TV spot areas etc; also, a very detailed special analysis should be made of the productivity of the postcard mailing. This could be done by setting up a large number of matched pairs of Districts, taking each District in which cards were mailed and matching it with a comparable District which did not receive the mailing. We should then evaluate Republican turn-out and Nixon vote in one area vs. the other.

At this stage, it seems to me that efforts should be concentrated on the statistical summary of all the above data rather than on attempts to interpret the significance of the total vote pattern as Griffin has been doing recently.

I would appreciate your thoughts on the above together with some idea as to when it might be reasonable to expect results.

File:  
x  
x

Research - Vote Analysis  
RN memo file  
date