

7/25/83

MEMO

TO: Paul
FR: Dennis
RE: Poll Results on Presidential Primary

Here are the results of our July 11-13 poll with respect to the Democratic presidential primary. Our entire poll sample was 600 of which 316 were Democrats, 187 Independents, the remainder Republicans. The primary results reflect totals among the Democrats and Independents only.

Overall, the results were:

| | |
|-----------|-----|
| Glenn | 37% |
| Mondale | 30 |
| Cranston | 6 |
| Hart | 3 |
| Others | 2 |
| Undecided | 22 |

This contrasts sharply with the results of our January '83 poll. The results then were:

| | |
|-----------|-----|
| Mondale | 33% |
| Glenn | 22 |
| Udall | 8 |
| Hart | 4 |
| Cranston | 3 |
| Others | 2 |
| Undecided | 28 |

In our July poll, Glenn runs about even with Mondale while holding an almost 2-1 lead among Independents:

| <u>Democrats</u> | | <u>Independents</u> | |
|------------------|-----|---------------------|-----|
| Glenn | 34% | Glenn | 22% |
| Mondale | 35 | Mondale | 42 |
| Cranston | 5 | Cranston | 7 |
| Hart | 3 | Hart | 3 |
| Other | 2 | Other | 2 |
| Undecided | 21 | Undecided | 23 |

As you know, for purposes of demographic analysis, we have divided the state into seven regions: Western Mass.; Worcester County; Northeastern Mass. (the old 5th and 6th C.D.'s); the 7th and 8th C.D.'s north of Boston; Boston; the Western and Southern suburbs of Boston; and Southeastern Mass. In all but two of these regions -- Boston and Worcester County -- Glenn leads Mondale:

| | <u>West</u> | <u>Worc</u> | <u>N.E.</u> | <u>7th/8th</u> | <u>Boston</u> | <u>Suburbs</u> | <u>S.E.</u> |
|-----------|-------------|-------------|-------------|----------------|---------------|----------------|-------------|
| Glenn | 39 | 36 | 37 | 45 | 29 | 37 | 36 |
| Mondale | 31 | 41 | 24 | 26 | 35 | 30 | 27 |
| Cranston | 9 | 2 | 4 | 5 | 16 | 8 | 3 |
| Hart | -- | 3 | 5 | 2 | 6 | 5 | 1 |
| Others | -- | 2 | -- | 3 | 2 | 2 | 3 |
| Undecided | 25 | 17 | 28 | 19 | 12 | 18 | 29 |

We asked voters to identify themselves ideologically -- as liberals, moderates, or conservatives. Among the Democrats and Independents in our statewide sample, 33% call themselves "liberals", 43% "moderates", and 24% "conservatives". (Among Republicans, "conservatives" far outnumbered "liberals" but still ran slightly behind "moderates"). Glenn led Mondale among every ideological group:

| | <u>Liberals</u> | <u>Moderates</u> | <u>Conservatives</u> |
|-----------|-----------------|------------------|----------------------|
| Glenn | 30% | 44% | 39% |
| Mondale | 29 | 30 | 28 |
| Cranston | 9 | 5 | 5 |
| Hart | 5 | 3 | 2 |
| Other | 1 | 2 | 4 |
| Undecided | 26 | 17 | 23 |

In part, this can be explained by the relatively strong support for Cranston and Hart among liberals. Yet the fact that Glenn is more than holding his own among liberals is a very positive development.

Equally surprising is the fact that Glenn leads Mondale among Catholic, Protestant, and Jewish voters in the state. The total Jewish sample is small (a total of 43 who identify themselves as Democrats or Independents), but the result is still noteworthy. Here again, support for Cranston and Hart cuts significantly into Mondale.

| | <u>Catholic</u> | <u>Protestant</u> | <u>Jewish</u> |
|-----------|-----------------|-------------------|---------------|
| Glenn | 39% | 39% | 37% |
| Mondale | 32 | 24 | 21 |
| Cranston | 4 | 4 | 12 |
| Hart | 3 | 4 | 5 |
| Others | 2 | -- | -- |
| Undecided | 19 | 29 | 26 |

Among ethnic groups in Massachusetts, Glenn support is uniformly strong:

| | <u>Irish</u> | <u>Ital.</u> | <u>Fr/Can</u> | <u>W.Eur</u> | <u>E.Eur</u> | <u>Eng</u> | <u>Mixed</u> |
|-----------|--------------|--------------|---------------|--------------|--------------|------------|--------------|
| Glenn | 37% | 47% | 48% | 38% | 35% | 38% | 25% |
| Mondale | 31 | 29 | 23 | 26 | 26 | 31 | 37 |
| Cranston | 3 | 8 | 2 | 5 | 9 | 6 | 4 |
| Hart | 5 | -- | -- | 5 | 6 | 3 | 1 |
| Others | 3 | -- | 2 | -- | 4 | -- | 1 |
| Undecided | 20 | 16 | 25 | 26 | 19 | 24 | 30 |

Glenn appears to have a slight "gender gap" problem, at least in Massachusetts:

| | <u>Males</u> | <u>Females</u> |
|-----------|--------------|----------------|
| Glenn | 43% | 31% |
| Mondale | 25 | 35 |
| Cranston | 6 | 5 |
| Hart | 4 | 3 |
| Others | 2 | 2 |
| Undecided | 20 | 24 |

Glenn also runs behind Mondale among lower-income voters:

| | <u>Under 10K</u> | <u>10K-20K</u> | <u>20K-40K</u> | <u>Over 40K</u> |
|-----------|------------------|----------------|----------------|-----------------|
| Glenn | 27% | 29% | 43% | 43% |
| Mondale | 40 | 33 | 30 | 24 |
| Cranston | 5 | 5 | 5 | 8 |
| Hart | 6 | 2 | 1 | 6 |
| Others | -- | 2 | 2 | 4 |
| Undecided | 22 | 30 | 18 | 14 |

Glenn runs better than Mondale among all voters under 60, but seniors appear to have a slight preference for Mondale:

| | <u>18-24</u> | <u>25-34</u> | <u>39-59</u> | <u>60-Over</u> |
|-----------|--------------|--------------|--------------|----------------|
| Glenn | 36% | 37% | 40% | 32% |
| Mondale | 29 | 22 | 29 | 38 |
| Cranston | 7 | 7 | 4 | 6 |
| Hart | -- | 1 | 4 | 2 |
| Others | -- | 2 | 3 | -- |
| Undecided | 29 | 27 | 20 | 22 |

Among union voters, Glenn runs surprisingly well: 43% - 30% ahead of Mondale. This would suggest that the union leadership is at odds with opinion among rank-and-file.

Our sample of black voters (about 3.5% of the total) is just too small to be meaningful. Just as a point of information, Glenn and Mondale split among blacks in our survey 37% - 37% with the remaining 26% undecided.

Among all voters in our survey, Glenn runs ahead of Reagan 53% - 33%; Mondale ahead 53% - 36%. This contrasts dramatically with the results of our January '83 poll where Glenn led by 16% (49% - 33%), but Mondale held a 26% lead (57% - 31%). This shift is consistent with the shift in the primary results.