

The Harris Survey

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GLENN DOES BETTER THAN MONDALE AGAINST REAGAN

By Louis Harris

If the 1984 election were being held today and the candidates were President Ronald Reagan and Senator John Glenn (D-Ohio), Americans would favor Glenn by 55-42 percent. This is a reversal since last April, when Reagan led Glenn by 49-46 percent.

Glenn's 13 point lead is better than the 9 point edge former Vice President Walter Mondale has over Reagan (53-44 percent). Mondale shows real strength among more traditional voters, but Glenn, at this early juncture, seems to be appealing to a wider spectrum of the electorate.

The pattern of a Glenn run against Reagan differs from the impact of a Mondale candidacy in several ways, according to the latest Harris Survey of 891 likely voters nationwide, taken by telephone between January 2nd and 5th:

--By region, Glenn is ahead of Reagan in the South by 53-45 percent, considerably stronger than the 49-48 percent by which Mondale leads the President in that region. In the West, Glenn holds a commanding 23 point lead over Reagan (60-37 percent). Mondale is also ahead of Reagan in the West, 56-41 percent. In the other regions, both Mondale and Glenn lead Reagan by roughly the same margins. In the Midwest, Mondale holds a 53-43 percent edge over Reagan, compared with a 54-43 percent majority for Glenn. In the East, Mondale tops Reagan, 54-42 percent, while Glenn runs ahead by 54-40 percent. Thus, Glenn seems better able to penetrate in the South and West -- Reagan country.

--By size of place, Mondale and Glenn run equally strongly in big cities and rural areas, but Glenn does better against Reagan in the suburbs and small towns. In the normally GOP suburbs, Mondale leads Reagan by 50-46 percent, but Glenn is ahead of Reagan in those areas by a much wider 52-42 percent. In small towns, Mondale trails Reagan by 51-42 percent, but Glenn is ahead by 52-47 percent. In big cities, Mondale holds a comfortable 63-35 percent margin. In rural areas, both Mondale and Glenn tie Reagan at 49 percent.

--By sex, the pattern for the two leading Democratic aspirants also shows real differences. Among men, Mondale loses to Reagan by 52-46 percent, but Glenn is ahead by 50-47 percent. Among women, Mondale's 58-37 percent win is almost identical to Glenn's 59-37 percent margin.

--Among conservatives, Mondale is behind Reagan by 59-38 percent. Glenn also loses the conservative vote, but by a closer 55-41 percent. Among middle of the road voters, Mondale holds a 53-43 percent edge over Reagan, but Glenn has an even wider 56-41 percent lead. Among liberals, both Democrats have an identical 79-20 percent margin over the President.

Mondale comes into his own, however, among certain key groups who form the base of the Democratic Party:

--Mondale wins over Reagan among Democrats by 82-17 percent. Glenn also does well among Democrats, but by a slightly smaller margin, 79-19 percent. Among independent voters, Glenn leads Reagan by 58-39 percent, compared with Mondale's lower 53-45 percent. Reagan wins the Republican vote by 79-16 percent against Mondale, and by 75-20 percent against Glenn.

--Among white Catholics, Mondale is ahead of Reagan by 51-45 percent, with Glenn leading the President with this key group by a close 49-47 percent. Among white

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Protestants, Reagan edges Mondale by 52-45 percent and Glenn by a narrower 49-48 percent.

--Among skilled laborers, Mondale holds a 58-41 percent edge over Reagan, while Glenn does no better than a 49-49 percent split. But among white collar voters, Mondale wins by 56-43 percent and Glenn by 59-38 percent.

Among other key groups, Mondale and Glenn do about equally well. Among labor union voters, they both are ahead of Reagan by 60-37 percent. Among blacks, both win by better than 10-1.

The main difference between the two men is that Glenn, for the moment, gives up a bit among core Democrats, attracting more independent, swing, conservative and moderate voters. However, it is well to remember that Democrats will be deciding who will be their standard-bearer in 1984, and Mondale has a stronger base in the party today than the former astronaut.

T A B L E S

Between January 2nd and 5th, the Harris Survey asked a cross section of 891 likely voters nationwide by telephone:

"Now suppose in 1984 the election for President were between Ronald Reagan for the Republicans and former Vice President Walter Mondale for the Democrats. If you had to choose today, would you vote for Reagan or for Mondale?"

REAGAN VS. MONDALE IN 1984

	<u>Reagan</u> %	<u>Mondale</u> %	<u>Not sure</u> %
January 1983	44	53	3
April 1982	48	48	4
<u>January Demographics</u>			
East	42	54	4
Midwest	43	53	4
South	48	49	3
West	41	56	3
Cities	35	63	2
Suburbs	46	50	4
Towns	51	42	7
Rural	49	49	2
Men	52	46	2
Women	37	58	5
White	47	50	3
Black	7	90	3
Professional	51	45	4
Executive	47	49	4
Skilled labor	41	58	1
White collar	43	56	1
Union member	37	60	3
Republican	79	16	5
Democrat	17	82	1
Independent	45	53	2

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REAGAN VS. MONDALE IN 1984 (CONT.)

	<u>Reagan</u> %	<u>Mondale</u> %	<u>Not sure</u> %
<u>January Demographics (cont.)</u>			
Conservative	59	38	3
Middle of the road	43	53	4
Liberal	20	79	1
White Protestant	52	45	3
White Catholic	45	51	4

"Now suppose for President in 1984 Ronald Reagan were running as the candidate of the Republicans and Senator John Glenn of Ohio were the Democratic candidate -- if you had to choose, would you vote for Reagan or Glenn?"

REAGAN VS. GLENN IN 1984

	<u>Reagan</u> %	<u>Glenn</u> %	<u>Not sure</u> %
January 1983	42	55	3
April 1982	49	46	5
<u>January Demographics</u>			
East	40	54	6
Midwest	43	54	3
South	45	53	2
West	37	60	3
Cities	33	64	3
Suburbs	42	52	6
Towns	47	52	1
Rural	49	49	2
Men	47	50	3
Women	37	59	4
White	45	51	4
Black	5	93	2
Professional	48	48	4
Executive	44	53	3
Skilled labor	49	49	2
White collar	38	59	3
Union member	37	60	3
Republican	75	20	5
Democrat	19	79	2
Independent	39	58	3
Conservative	55	41	4
Middle of the road	41	56	3
Liberal	20	79	1
White Protestant	49	48	3
White Catholic	47	49	4

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METHODOLOGY

This Harris Survey was conducted by telephone with a representative cross section of likely voters 18 and over at 891 different sampling points within the United States between January 2nd and 5th. Figures for age, sex and race were weighted where necessary to bring them into line with their actual proportions in the population.

In a sample of this size, one can say with 95% certainty that the results are within plus or minus 3.3 percentage points of what they would be if the entire adult population had been polled.

This statement conforms to the principles of disclosure of the National Council on Public Polls.

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