

Ronald Reagan Presidential Library Digital Library Collections

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Yolla

Reagan - Bush

Iowa Reagan-Bush Committee
1733 Grand Ave., Des Moines, Iowa 50309 (515) 243-4075

10/21
OCT. 25 1980

dit → *TO Dick Withelin-*
by

*Here are the latest phone
results in Iowa & Minnesota*

TUCKER

*P.S. also enclosed is a Colorado
poll*

Colorado Poll

(825-5288) Channel 9-TV

Channel 9-TV is taking a state wide poll - They mail out 3,000 post cards using a selection that is supposed to give some accuracy. Approx 45% of cards are returned. Results are as follows:

	Sept. 29	Oct. 13	Oct 20
Reagan	47%	54%	51%
Carter	26%	23%	26%
Anderson	15%	14%	13%
Undecided	12%	9%	10%

Denver Post Poll (Taken late Sept.-Oct)

All Voters	most likely voters
R 42%	50%
C 27%	24%
A 15%	12%
U 14%	14%
Other 2%	

MINNESOTA

	Calls Completed	Fors	Against	Undecideds	Won't say	
10/9	1 st	35,207	10,415	9160	15,632 *	tabbed with undecideds
			29.6	26.0	44.4	
10/14	2 nd	29,169	6996	8350	7823	NOT included
			30.2	36.0	33.8	
10/8	3 rd	35,404	6765	7934 C. 3974 A. <u>11908</u>	9577	7154
			19.1	33.7	27.0	20.2
10/11	4 th	42,316	6330	10066 C. 4350 A. 107 O. <u>14523</u>	12,372	9091
			15.0	34.3	29.2	21.5
	5 th	35,366	5810	7754-C 4472-A <u>12226</u>	8042	9288
			16.5	34.5	22.9	26.1
10/14	6 th	22,596	6547	6460	9589	NOT included
			29.0	28.6	42.4	
10/14	7 th	26,905	8380	6909 *	11,616	tabbed with AGAINST
			31.1	25.7	43.2	
10/14	8 th	28,236	5797	11177	11,262	NOT included
			20.5	39.6	29.9	
Totals		249,199	57,040	80,713		

PHILIP MORRIS U.S.A.
INTER-OFFICE CORRESPONDENCE
100 Park Avenue, New York, N.Y. 10017

(P) PK

Tolls

BT
F-11
SPA

To: Distribution
From: Stanley S. Scott *JSS*
Subject: Pollster Lou Harris' Briefing on Presidential Race

Date: October 22, 1980

We thought you would be interested in Lou Harris' overview of the presidential campaign and his latest voter survey. Mr. Harris was guest speaker this morning at the breakfast meeting of the PM Committee on Public Affairs and Social Responsibility.

According to Harris: "It's still Reagan's election to win or lose." Harris says his latest poll, yet unreleased, finds Reagan ahead 49-46.

Highlights

"This is the most negative election we have had since 1948," said Harris. "We find 29 percent of the voters saying they can't vote for Reagan and 28 percent say they can't vote for Carter."

"Someone could win the popular vote and lose the election" by not having the required electoral votes.

"You've got negatives by both candidates dominating the election. Reagan is ahead on economic issues and Carter leads on foreign policy" questions. Voters perceive Reagan to be "better at rebuilding our defense" system and Carter as "less likely to get the country into war."

"Carter is depending heavily on the coalition of Black, Hispanic, Jewish and white Catholic vote."

Harris said: "Reagan is now ahead with white catholics, 40-37 percent. Carter can't win without that vote," according to Harris. By a whopping 90-5 margin, Carter leads with the Black vote. "That Black vote provides Carter with a six point margin nationally before you start counting his white votes." However, if Blacks and Hispanics are turned off and don't go to the polls and vote, Carter is in deep trouble.

ATKIN
York Port
The is
1922

The Harris survey indicates the so-called "Moral Majority" is having some positive impact for the Reagan candidacy.

"Without the support of these evangelicals, instead of being in front, Reagan would be behind by three points. We find 42 percent of the Blacks and 30 percent of the whites identifying with this group.

Harris Voter Survey

Reagan now leads in the 10 largest states, Carter is ahead in the South. Carter is leading among women voters, 43-38. Reagan is ahead with the men, 47-35. Carter ahead with Jewish voters, 42-21, and Reagan is making inroads with trade unions. Carter is ahead with the union vote, 42-36, which, in Harris' view "is amazing" since Democrats usually garner a larger share of this vote.

The Harris poll, slated for release this week, finds Reagan leading in Pennsylvania, 2 points; Florida, 5 points; California, 10 points; Michigan, 1 point; Massachusetts, "a dead heat"; Ohio, "even"; Texas, 5 points and out front in Illinois, 2 points.

Hostage Issue

Harris said that Reagan's attack on Carter over the hostage issue was a "planned campaign ploy" to stake out a position on the controversial issue "in the event of a October surprise" by Carter.

Business

Harris predicted that tax on dividends to individuals would be eliminated, and said there is a swing in the Congress to provide increased tax credits for business.

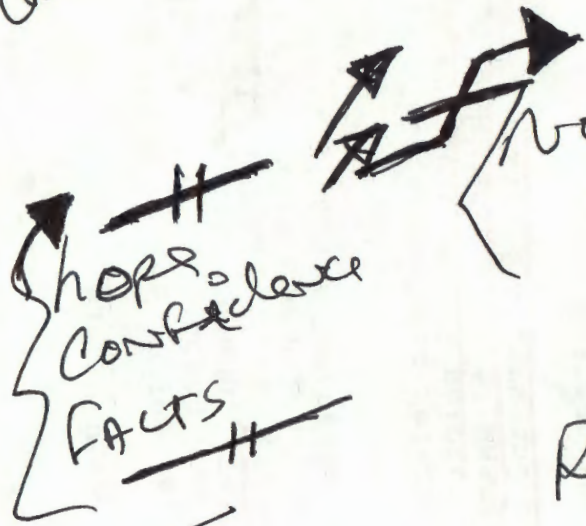
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- | | | | |
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Relate to
American
Interests

JAWENSIK - OK - KEN.
MCCARTHY - TV

-
- 1 - weak
 - 2 - good
-

NOT what you
PUT IN BUT
what you
TAKE OUT



Reagan Bush Committee

10/20 MEMO

WILLIAM E. TIMMONS
PRESIDENT

memorandum

To Dick Withler ->

FYI

- BT

Galloys Poll by Pitts. Post
Gazette - Sun., Oct 19th

RR	41
Center	36
Anderson	12
Undecided	11

1200 sampling

TIMMONS AND COMPANY, INCORPORATED
1850 K STREET, N.W., WASHINGTON, D.C. 20006
(202) 331-1760



Per Marc Hertzman
10/20/80 3:50 pm

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Ronald Reagan Presidential Library Digital Collections

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