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New Jersey Political Briefing

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MEMORANDUM

TO: Geraldine Ferraro
FROM: Tom Silver
RE: NEW JERSEY Political Briefing

October 6, 1984

CAMPAIGN UPDATE

A statewide poll conducted for ABC News Sept. 12-17, shows the GOP ticket up by 32 points (61%-29%). The last published poll was one conducted July 30-Aug. 6 for the Newark Star Ledger, which showed a 23 point deficit.

Mr. Mondale campaigned in New Brunswick last Monday. See the attached article.

This is a targetted state for the Republicans. The New Jersey Reagan/Bush campaign, which is chaired by Cong. Jim Courter, has announced that it intends to spend \$1 million here.

A New Jersey Democrats-for-Reagan committee was recently announced. It is headed by former Assembly Speaker and one-term Cong. Joseph LeFante, who is from Hudson County (where Carter topped Reagan by just two percentage points). It is anticipated that Jersey City Mayor Gerald McCann, the Hudson County Democratic chair, will endorse Reagan. Jersey City received a \$40 million UDAG grant for waterfront renovation earlier this year, and the President may attend a dedication ceremony in October.

Our state chair is Cong. Frank Guarini. Senators Bill Bradley and Frank Lautenberg are honorary co-chairs. State coordinator Rosa DeLauro, who arrived in the state in mid-August, is Sen. Chris Dodd's AA. She and her staff of about eight work out of a Woodbridge headquarters.

The state party has an additional 16 field organizers. We are working very closely with the Bradley campaign, which is setting up an extremely thorough GOTV program. DeLauro and her staff worked out of the Bradley campaign headquarters before our own office was opened.

In addition to Guarini, Bradley and Lautenberg, Assembly Speaker Alan Karcher has been very active -- serving as a surrogate, for example.

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The Democrat's voter registration drive has a goal of 100,000 new voters. The GOP is also engaged in a well-funded and highly successful registration program. The registration deadline is Monday.

President Reagan visited a high school in Bergen County in early July, and campaigned in Elizabeth and Hoboken on July 26. He was back on Sept. 19, for a rally in the small town of Hammon-
ton, in Atlantic County.

NEWARK

Kenneth Gibson was first elected mayor of Newark in 1970. His current term expires in 1986. He is a past president of the U.S. Conference of Mayors. In 1981, he came in third in the Democratic gubernatorial primary. He is contemplating another gubernatorial bid next year.

Gibson chaired Rev. Jackson's New Jersey campaign. He is now being very supportive, according to our New Jersey staff.

Peter Rodino has represented Newark since 1949. He is safe. His district, the 10th, is now majority black. Most of the balance of surrounding Essex County is in Joe Minish's 11th CD. Minish's closely contested race is discussed in the state politics section below and in an attached article.

Essex County Executive Peter Shapiro was elected in 1978 at the age of 26. He directed the Kennedy effort in New Jersey in 1980 and was a key Mondale supporter last spring. He is a likely gubernatorial candidate next year.

The heavily Italian and relatively prosperous North Ward of Newark is the bailiwick of the Adubato family. Freshman Assemblyman Steve Adubato Jr. is considered something of a rising star in state politics. Mondale campaigned for him last October. His father runs the North Ward Cultural Center and is close to Cong. Rodino. His mother, Fran, is the ward chair. His uncle Michael is also an assemblyman from Newark.

New Jersey's largest city and its business and financial center, Newark has 329,000 residents, 58% of whom are black. The Central and South wards are heavily black, the West Ward black and Irish, the industrial East Ward Hispanic; the Ironbound neighborhood is Portuguese.

Essex County as a whole has 850,000 people and cast 10% of the state vote in 1980. It was one of just three counties carried by Carter that year. His plurality was 28,000 votes out of 287,000 cast.

STATE POLITICS

The major election in the state this year is Sen. Bradley's reelection contest -- which is no contest. His opponent, Montclair Mayor Mary Mochary, drew just 11% in the last published statewide poll. Bradley has amassed a huge warchest and is campaigning as if he had a real race in order to roll up as impressive a margin as possible to enhance his national standing.

Joe Minish, a 22-year veteran of the U.S. House who represents suburban Newark, is probably the most vulnerable Democratic incumbent in the country this year because his district was changed radically in New Jersey's post-1982 reapportionment. Over 60% of the district is new to Minish and the added territory is heavily GOP. His opponent, Assembly Minority Leader Dean Gallo represents about 25% of the new district in the Assembly and previously represented nearly 60% when he served on the Morris County Board of Freeholders. Minish has a large warchest but the RNC and allied groups have made this race one of their top targets in the country and there is little danger of Minish outspending his challenger.

In other House contests: AFSCME state political director James Hedden is thought to have a shot at unseating GOP Cong. Chris Smith, whose district includes Trenton. Farther south, Democratic Mayor Jim Smith of Mount Holly, who was an official in the Byrne administration, may have a chance to pick up the seat of the late GOP Cong. Edwin Forsythe. Because their districts are so marginal, neither Bob Toricelli nor Jim Howard (who represents the central coast) can be considered safe.

There are no legislative elections this year and no major mayoral contests.

STATE OVERVIEW

The Voters. There are 5.7 million people of voting age in New Jersey, 11% of whom are black, 6% Hispanic, 17% 65 and older, and 10% unionized.

According to NBC exit poll data from 1980, a very high 51% of voters identified themselves as Catholic (vs 28% in the NBC national survey), 32% as Protestant (vs 55% nationally) and 11% Jewish (vs. 5% -- the state's Jewish population is smaller only than New York's). As many as one-third of the state's residents are of Italian ancestry, by some estimates. Other major ethnic groups are Irish, German, and Polish.

New Jersey is one of the most heavily white-collar states (59% of the workforce, the same as New York) and is the second most urbanized, after California.

There are approximately 3.7 million registered voters here. About a third are Democrats, a fifth Republicans and the balance unaffiliated.

Presidential Primary. The turnout in the New Jersey primary was 679,000, up more than 100,000 from 1980. You won the popular vote decisively, with 45% to Hart's 30%, and Jackson's 24%, and cleaned up in the delegate balloting, winning 99 of the 107 at stake (Jackson won other eight).

New Jersey put you over the top at the convention, as you will recall. They cast 115 votes for you and seven for Jackson.

Carter vs Reagan. The ninth largest state, New Jersey has 16 electoral votes. Since 1960, the Democrats have carried the state just twice--in 1960 and 1964--but on two other occasions they came very close. Humphrey lost here by just 24,000 votes (2.1% of the total vote) and Ford topped Carter by 65,000 (2.2%).

In 1980, Reagan won in New Jersey with a very comfortable plurality of 399,000 votes out of 2,976,000 cast. It should be kept in mind, though, that his vote share of 52% was less than two percentage points higher than Ford's. (And nearly 800,000 registered voters did not bother to go to the polls.)

Carter carried the state's urban centers but lost the suburbs--which cast better than three-fourths of the vote--by 20 percentage points. Carter carried just three of the 21 counties: Hudson (Jersey City), Essex (Newark), and Mercer (Trenton). He came very close in Camden, losing that traditionally Democratic county by just 7,000 votes, which was half the number of votes that Anderson siphoned off there.

NEW JERSEY - BASIC POLITICAL DATA

16 ELECTORAL VOTES

POLITICAL LINEUP

Governor	Thomas Kean (R)
Senators	Bill Bradley (D), Frank Lautenberg (D)
U.S. House	9D 4R 1 Open
State Senate	23D 17R
State Assembly	44D 36R

PRESIDENTIAL VOTE

1984 Primary	678,893: 45% Mondale, 30% Hart, 24% Jackson
1980 General	2,928,553: 52% Reagan, 39% Carter, 8% Anderson
1976 General	2,954,341: 50% Ford, 48% Carter

DEMOGRAPHIC DATA

Population (1982)	7,438,000 (9th)
Single Ancestry	11% Italian, 6% Irish, 6% German, 4% Polish
Voting Age Pop. (1984)	5,659,000
65 and Older	16.8%
Union Members	10.1%
Black	11.0%
Hispanic	5.7%
Med. Fam. Inc. (1980)	\$22,906 (4th)
Registration (1984)	3,704,000

KEY DEMOCRATS

Democratic Party:	
James Maloney	Chair
Virginia Feggins	Vice Chair
Ann Campbell	DNC (At-Large)
Vincent Rigolosi	DNC
Jacqueline Klein	DNC
June Fischer	DNC
Paul Bontempo	DNC
Raymond Durkin	DNC
Sarah Dowling	DNC

Legislative Leadership:

Carmen Orechio	Senate President
Joseph Hirkala	Senate President Pro Tem
John Russo	Senate Majority Leader
Alan Karcher	Assembly Speaker
Thomas Deverin	Assembly Speaker Pro Tem
John Paul Doyle	Assembly Majority Leader

U.S. House Delegation:

James Florio	1st: Southwest - Camden
William Hughes	2nd: South - Atlantic City; Vineland
James Howard	3rd: Central Coast - Asbury Park
Bernard Dwyer	6th: Central - New Brunswick
Robert Roe	8th: North - Paterson
Robert Torricelli	9th: North - Fort Lee; Hackensack
Peter Rodino, Jr.	10th: Newark
Joseph Minish	11th: North - Newark Suburbs
Frank Guarini	14th: North - Jersey City

CONGRESSIONAL DELEGATION (Ds)

Sen. Bill Bradley

- Seat up this year -- completely safe.
- Elected 1978 with 56%.
- Committees: Energy and Natural Resources
Finance
Special Aging
- ADA Ratings: 1983 - 85%
1982 - 100%
- From Denville (northern New Jersey).

Sen. Frank Lautenberg

- National convention delegate (WFM).
- Elected 1982, defeating Millicent Fenwick 51%-48%.
- Computer firm executive.
- Committees: Banking, Housing and Urban Affairs
Commerce, Science and Transportation
- ADA Rating: 1983 - 85%
- From Montclair (Northern New Jersey).

Cong. James Florio [1st CD: Southwest - Camden]

- Safe seat.
- Elected 1974.
Reelected 1982 with 73%.
- New Jersey General Assembly, 1969-75.
Lost to Thomas Kean by 1,800 votes in 1981 gubernatorial race.
- Committees: Energy and Commerce
Interior and Insular Affairs
Select Aging
- ADA Ratings: 1983 - 85%
1982 - 85%

Cong. William Hughes [2nd CD: South - Atlantic City]

- Safe seat.
- National convention delegate (WFM).
- Elected 1974.
Reelected 1982 with 68%.
- Committees: Judiciary (Chair, Crime Subcommittee)
Merchant Marine and Fisheries
Select Aging
Select Narcotics and Drug Abuse
- ADA Ratings: 1983 - 70%
1982 - 80%

Cong. James Howard [3rd CD: Central Coast - Asbury Park]

- Favored, but could be close.
- National convention delegate (WFM).
- Elected 1964.
Reelected 1982 with 62%.
- Committee: Public Works and Transportation (Chair)
- ADA Ratings: 1983 - 90%
1982 - 90%

Cong. Bernard Dwyer [6th CD: Central - New Brunswick]

- Safe seat.
- National convention delegate (WFM).
- Elected 1980.
Reelected 1982 with 68%.
- Edison mayor, 1969-73.
New Jersey Senate, 1974-80.
Maj. Leader, 1980.
- Committee: Appropriations
- ADA Ratings: 1983 - 85%
1982 - 90%

Cong. Robert Roe [8th CD: North - Paterson]

- Safe seat.
- National convention delegate (WFM).
- Elected 1969.
Reelected 1982 with 71%.
- Mayor of Wayne Township, 1956-61.
- Committees: Public Works and Transportation
(Chair, Water Resources Subcomm.)
Science and Technology
- ADA Ratings: 1983 - 80%
1982 - 75%

Cong. Robert Torricelli [9th CD: North - Fort Lee]

- Favored, but could be close.
- Elected 1982 with 53%.
- Assistant to Gov. Brendan Byrne, 1975-78.
Counsel to Vice President Mondale, 1978-79.
- Committees: Foreign Affairs
Science and Technology
- ADA Rating: 1983 - 85%

Cong. Peter Rodino, Jr. [10th CD: Newark]

- Elected 1948.
Reelected 1982 with 83%.
- Committees: Judiciary (Chairman)
Select Narcotics Abuse and Control
- ADA Ratings: 1983 - 85%
1982 - 100%

Cong. Joseph Minish [11th CD: North - Newark Suburbs]

- Very vulnerable.
- Elected 1962.
Reelected 1982 with 64%.
- Exec. Sec., Essex W. Hudson Labor Council, 1954-61.
Treasurer, 1961-62.
- Committees: Banking, Finance, and Urban Affairs
(Chair, General Oversight Subcomm.)
House Administration
- ADA Ratings: 1983 - 85%
1982 - 80%

Cong. Frank Guarini [14th CD: North - Jersey City]

- Safe seat.
- National convention delegate (WFM).
- Elected 1978.
Reelected 1982 with 77%.
- Committees: Select Narcotics Abuse and Control
Ways and Means
- ADA Ratings: 1983 - 90%
1982 - 90%