

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>
67	1	n.d.	Memo	memo If Election Were Held Today. Statistical analysis of 1962 campaign. 2 pgs.
67	1	09/11/1962	Memo	David Hunter to RN re: Negro and Mexican Potentialities for RN gain. 3 pgs.
67	1	9/11/1962	Memo	Memo to Richard Nixon from David Hunter. RE: Negro and Mexican Potentialities for RN Gain. 3pgs.
67	1	9/3/1962	Memo	Memo to Richard Nixon from David Hunter. RE: Democrat and Catholic vote trends from last three Facts surveys. 6pgs.
67	1	n.d	Memo	Memo to Nixon, Finch, and Haldeman. RE: Facts Consolidated Survey of August, 1962. 21pgs.
67	1	7/1962	Memo	Memo re: Candidate Images. A field poll displaying the strong and weak points of both Nixon and Brown. 2pgs.

<u>Box Number</u>	<u>Folder Number</u>	<u>Document Date</u>	<u>Document Type</u>	<u>Document Description</u>
67	1	8/1962	Report	A public opinion study concerning the November 1962 CA elections conducted statewide among CA registered voters. 125pgs.

Bob - info I copied
from Ray Clark's notes

Ray Clark's
survey for
NAM
3 Birchers -
this is int
section on
Rousselot

If election were held today -

19% would vote for John
31.8% would vote for Cameron
40.2% don't know.

Those for John - 54% Republican; 6% Democrat
Those for Cameron - 49% Democrat; 12% Republican

36.6 of Repub. will vote for John just because he is Repub.
52.6 of Dem. will vote for Cameron just because he is Dem.

55% of people ^{are} for John ~~are~~ due to his personality and good approach.
8.9% for John because of his record.

2.1 for Cameron because of his record.

22% for Cameron because of Anti-Birch or don't like other candidate.

80% of Democrats did not know Cameron's name.
69.9% of Repub. did not know Rousselot's name.

49.6% want Fed. Gov. to guide them. (of these - 16% Repub., 57% Dem.)

22.6 want to lead their own lives.

(The Fed. Gov. should stop telling us what to do all the time
and let us lead our own lives - Agree or Disagree?)

The JBS is a good thing in American politics - agree or disagree?

40.8 disagree (no)

7.5 agree (yes)

8.9 - two sides to it

42.8 - don't know anything about it.

Of these, 15.9 against JBS because they think it is communistic or
subversive; 16.9 because they are extremists.

Major issues in campaign should be:

1. Crime - narcotics, juvenile delinquency
2. Communism
3. Economic well-being of country (cost of living, taxes too high)
4. Education
5. Reduce foreign aid, especially to Communist countries.
6. Care for the aged.

Religions of people in district - 65% Protestant; 6.6 don't belong to any church; 24.2 - Catholic; 8% - Jewish; 3.9 - others.

For integration - 66.5; against integration - 21.3; 12.2 - don't know.

How many will vote? 77.3 of both parties. 90% Repub.; 84% Dem.

26.7 over 21 are not registered.

Do not attack Kennedy - his popularity is tremendous. In 1960 - 52% voted for Kennedy; 34% for Nixon.

Mr. Clark's recommendations:

1. Need sky rocket, properly planned - spectacular - tie you (John) against Communism, for improving lot of man - economically, and against crime.
2. "Rate Yourself" questionnaire.
3. Taxes - amount of money going out of the district and the amount actually coming back in.
4. Need more name familiarity.
5. Don't mention JBS unless you are questioned and then have a good answer ((John, contact Dee Jarvis and have him discontinue Birch seminars)).
6. Use corn and words of one syllable.
7. Stress experience in Congress, better able to get things done.
8. Don't just say you are against Medical care for the aged -- stress importance of finding right remedy, not the quack remedies that you have voted against, then mention what you are for -- State's rights etc.
9. On foreign aid - stress helping our friends, but not our enemies.

N i x o n f o r G o v e r n o r

To: **RN**
 From: **David Hunter**
 Subject: **Negro and Mexican Potentialities for RN Gain**
 Distribution: **Haldeman/Chotiner/Finch**

Date: **September 11, 1962**

During 1961 and 1962, Facts Consolidated made several statewide studies which included the following questions:

"Did you vote in the Presidential election?" (If yes) "For whom did you vote?"

"Would you rather see a Republican or Democrat as Governor of California?"

"How are you registered to vote?"

	TOTAL	BY RACE	
		<u>Negro</u>	<u>Mexican</u>
Number of respondents	<u>532</u>	<u>256</u>	<u>205</u>
Number and percent saying they....	%	%	%
Voted	90.2	89.8	92.7
Did not vote	9.2	9.4	7.2
Refused	.6	.8	0.0
Number of respondents saying they voted	<u>480</u>	<u>230</u>	<u>190</u>
Number and percent saying they voted for			
Nixon	20.6	17.8	15.8
Kennedy	75.9	77.4	82.1
Other	.6	0.0	.5
Refused	2.9	4.8	1.6
Number of respondents	<u>532</u>	<u>256</u>	<u>205</u>
Number and percent saying they prefer as Governor of California...			
Republican	13.1	13.3	9.8
Democrat	60.0	57.8	72.7
Depends	20.3	23.4	11.7
No opinion	6.6	5.5	5.8

In answer to the Question: "How are you registered to vote?"

	<u>TOTAL</u>	<u>BY RACE</u>	
		<u>Negro</u>	<u>Mexican</u>
Number of respondents	1242	612	463
Percent registered to vote as			
Republican	17.6%	16.0%	12.5%
Democrat	80.0	81.4	85.5
Other	2.4	2.6	2.0

In response to the latest survey (August) the findings were as follows:

	<u>Negro</u>	<u>Mexican</u>
Number of respondents	<u>85</u>	<u>51</u>
Brown	84.7%	72.5%
Definite	80.0	58.8
Might change	4.7	13.7
Lean toward	2.4	5.9
Nixon	12.9	15.7
Definite	10.6	15.7
Might change	2.3	0.0
Lean Toward	0.0	2.0
Don't know	0.0	3.9

It is apparent that among the Mexicans, the support Nixon has is firm. The sample is small and therefore subject to considerable error. There are no statistics available that show the percentage of registered voters among Mexicans and it should be pointed out that the earlier Facts surveys were among voters and not over-all population. Therefore, the high percentage of people who claim to have voted do not necessarily reflect the total number of voters available to Nixon.

It should also be noted that these surveys were conducted several months after the election and there is a tendency for people to remember having voted (whether they did or not) and a very decided tendency to remember voting for the

winner (whether they did or not).

The most significant figure in this entire breakdown is probably the 13.7% of Mexicans who say they might change from Brown.

Again, however, may I suggest (gratuitously) that there is little indication to support the conclusion that an all-out drive on Mexican voters would produce substantial numbers for Nixon.

Nixon for Governor

To: Mr. Richard Nixon

Date: September 3, 1962

From: David Hunter

Subject: Democrat and Catholic vote trends from last three Facts surveys

Distribution: Finch, Haldeman, Chotiner, Klein

On a state-wide basis, the shifts in the Democrat and Catholic voting trends between January, 1962, and August, 1962, are shown on Table I. It will be noted that two new elements were introduced in the trial heats in the August survey: people were asked if their choice (when mentioned) was definite or if they might change, and secondly, a forced question was introduced to reduce the "Don't-know" category, i.e. "Do you lean toward Brown or Nixon?" This was, of course, asked of only those who did not immediately indicate a preference to the question, "If the elections were being held today, for which would you vote?"

In the fourth column, I have eliminated the lean-towards and thereby increased the "Don't-know" group for easier comparison with prior surveys.

TABLE I

DEMOCRATS

	<u>January</u>	<u>April</u>	<u>August</u>	<u>August without the forced "lean to" question</u>
<u>Brown</u>	68.9%	64.5%	76.9%	76.9%
Definite			68.6	68.6
Might Change			8.3	8.3
Lean toward			3.3	
<u>Nixon</u>	20.2	13.5	13.3	13.3
Definite			10.5	10.5
Might Change			2.8	2.8
Lean toward			1.5	
<u>Don't know</u>	10.9	22.0	5.0	9.8

Some of this analysis is based on commonly held assumptions, most of which have been established by scholarship as well as practical political experience.

1. Defections among Democrats are more common than among Republicans.

2. Some studies have been shown that active participation in an election, including actual voting, is predictable only among the group that identifies itself as "strong Republicans." Taken as an index to actual voter turnout, this has meant before that "strong" Republicans are much more likely to actually vote than are members of any other group, including "strong" Democrats.*

3. A party-identified person may feel impelled to take his party's position when confronted with a choice between parties or candidates, even though his sense of loyalty is not sufficient to move him into action.** (I would like to see the next Facts study include a question on just how likely the people are, at this time, to actually vote. This could of course be broken down by party registration and give us our first clear indication of numerically how the election stands.)

* Angus Campbell observes in The Voter Decides, "It appears that the degree to which a person actively takes part in an election is determined largely by factors which are not reflected in our measure of party identification...unless he called himself a strong Republican, in which case we could have been almost sure he would vote and reasonably sure he would participate in other ways, too."

** Campbell, op cit, (p.108), "We must conclude that, for many people, calling oneself a Democrat or a Republican does not imply a serious obligation...even to the extent of voting for it. This is especially true of those people who call themselves Democrats....It may be that for many people party identification does not have the capacity to stimulate overt activity, but does have the power to command support on the psychological level of preferences and attitudes. That is to say, a party-identified person might feel impelled to take his party's position when confronted with a choice between parties, even though his sense of party loyalty was not sufficient to move him into action."

4. I am personally inclined to the theory that the "Dont-knows" represent a part of a larger group who will take little interest in this campaign and who are in fact not likely to vote. I think this is all the more likely to be true of the Democratic registration, remembering that there will almost certainly be a smaller percentage of Democrats turn out than Republicans.

With these assumptions, there is real significance in the fact that 8.3% of the Democrats currently for Brown say they "might change." I am also inclined to think that there are more Democrats who now identify themselves as "definite" for Brown "up for grabs", than there are Republicans in the same category.

Tied very closely to this analysis are the actual figures from the primary. Here, it is interesting to note the number and percentage of Democrats who failed to vote for the top of the ticket. According to Hal Griffin's estimates on the Democrats who failed ^{to vote} for the top of the ticket, 13.2% of the Democrats who went to the polls failed to mark a choice for Governor. It would not be accurate to say that all this represents a protest vote against Brown but certainly some of it does. Add to this, the writings for Republicans on Democratic ballots (Nixon and Schell combined) and it means that 18% of the Democrats in the primary who went to the polls did not vote for Brown.

Re-examining the surfaces, there may be some question about the differences between January Democrats for Nixon and those in April. It would seem likely that the usual occurred here. In January the candidates were not declared and people could declare the preference without the pressures of party loyalty. Whereas, in April when the partisan roles had been assumed, people's loyalty suddenly became involved and there was a rush to identify with the candidate of one's own party. This hypothesis plus the actual figures in the Democratic primary lend certain credence to the observation that Nixon may be closer to the traditional 20% of the Democratic vote as far as actual voting patterns are concerned than the straight survey figures would indicate.

It should not be overlooked that some Democrats may, by proper campaign technique, be persuaded not to vote for the top of the ticket, even though they could not be persuaded to actually defect to a vote for Nixon.

The area breakdowns for the three divisions of the State by Democratic vote are shown as follows:

TABLE II

DEMOCRATS

<u>January, 1962</u>	<u>Total</u>	<u>South</u>	<u>Central</u>	<u>Valley</u>
Nixon	20.2%	21.4%	16.8%	20.0%
Brown	68.9	67.8	73.0	67.0
Don't know	10.9	10.8	10.2	13.0
<u>August, 1962</u>				
Nixon	13.3	14.8	11.0	9.5
Brown	76.9	75.1	79.7	81.0
Don't know	9.8	10.1	9.3	9.5

(April percentages not currently available from Facts - cards cannot be located.)

CONCLUSION

1. After the announcement of candidacies, surveys are influenced both by the voter's feeling and inclination to vote for the candidate and his "intimidation" to align himself, temporarily, with the candidate of the party of his registration. This is usually the duality of the voter up to the closing days of the campaign.

2. In evaluating the figures at this stage, it may be more informative to examine Brown's percentages than Nixon's. An incumbent Governor at this stage should certainly be registering a better percentage within his own party than Brown is currently doing. Brown is still 3% short of the "magic" 80% of his own party's vote and he is 11.4% short among those who declare themselves "definitely" for Brown. My feeling is that the "definite" figures portray a more accurate picture of this election at this time than do any other figures.

3. It may well be that the Nixon percentage back in January, when voters were unincumbered by their party's declared candidates, may have special significance at this time so far as predicting what the voters will actually do in the privacy of a voting booth. (At that time Nixon was receiving support of 20% of the Democrats.)

4. An incumbent has little to sell during the campaign unless voters have already "bought" the wares of the incumbent. It is, therefore, predictable that Brown will have to fight extremely hard for the additional support he needs from Democrats in order to win.

Catholics

In the case of the Catholics, too, there has been adjustment toward Brown, though he does not control nearly so large a group of Catholics as he does Democrats.

Most of the pro-Brown sentiment among Catholics is located, as one would have guessed, in the Central Coastal counties, where Brown is already strongest and where there are more Catholics.

As has been mentioned, the one issue which seems to come home to Catholics on which they have deep respect for Nixon is the Communist internal threat.

TABLE III

<u>CATHOLICS</u>	<u>January</u>	<u>April</u>	<u>August</u>	<u>August without the forced "lean to" question</u>
<u>Brown</u>	56.7%	54.2%	61.5%	61.5%
Definite			50.9	50.9
Might Change			10.6	10.6
Lean toward			3.0	
<u>Hispan</u>	31.8	26.4	27.5	27.5
Definite			23.3	23.3
Might Change			4.2	4.2
Lean toward			1.9	1.9
<u>Don't know</u>	11.5	19.4	6.1	11.0

DH:ld

Nixon for Governor

To: Messrs. Nixon, Finch and Haldeman

Date:

From: David Hunter

Subject: Facts Consolidated Survey of August, 1962

Distribution:

I. TRIAL HEAT

a. Total Results

Taking the total results and comparing them with the January-February, 1962 Facts Consolidated Survey, Brown has gained 2.4% points while Nixon has lost 2.1% points.

	<u>Total Population August, 1962</u>	<u>Total Population Jan.-Feb., 1962</u>
Brown	46.3%	43.9%
Lean Towards Brown	3.2%	(Not asked)
Nixon	43.3%	45.4%
Lean towards Nixon	2.5%	(Not asked)
Don't know	4.7%	10.7%

However, for the first time in these surveys a new dimension was introduced - that of asking the interviewee if he had definitely made up his mind to vote for Brown or Nixon, or if circumstances might cause him to change his mind before November. And the total result - those who are definitely inclined to the candidates shows a much closer race - Brown 39.9%, Nixon 38.7%.

On the positive side, Nixon continues to lead Brown in the most populous part of the state - i.e. the southern counties. This is true not only of the over-all percentages but of the "definitely decided" voters as well. As could be expected, Brown maintains a substantial lead in the central coastal counties - which has always been his strongest area. In the valley counties, too, Brown is ahead.

<u>"Overalls"</u>	<u>Southern</u>	<u>Central Coastal</u>	<u>Valley</u>
Brown	44.0% + 3 = 47	51.5% + 4 = 56	49.7% + 4 = 54
Nixon	46.0% + 3 = 49	37.9% + 2 = 40	38.9% + 3 = 42

<u>"Definites"</u>	<u>Southern</u>	<u>Central Coastal</u>	<u>Valley</u>
Brown	38.0%	44.6%	41.6%
Nixon	42.1	32.4	32.5

It must also be noted that Brown has gained in all three groups of counties (including the southern counties) since January when the last survey was done. Nixon has lost support in all three but less in the southern counties than elsewhere (1.5% points in the southern counties as compared with 3.0 points in the central coastal counties, and 2 points in the valley counties.)

A further and more detailed analysis on a county-by-county basis will soon be ready. In the meantime, comparison between Nixon's current situation as revealed by the Facts survey and his 1960 percentage of the vote may be significant. Considering only the 1960 Kennedy and Nixon votes (without regard for write-ins, etc.), the comparison is as follows:

	<u>1960 Nixon</u> <u>% of Vote</u>	<u>Facts Survey</u> <u>August, 1962</u>	
		<u>RN</u>	<u>EGB</u>
Southern counties	51.7%	51.1 46.0%	44.0%
Central Coast	47.2	42.1 37.9	51.5
Valley	46.9	43.7 38.9	49.7

It is obvious that Nixon is not yet showing his 1960 strength in any of the three sections of the state. It bears repeating, I believe, that the present situation is not entirely analogous with 1960. The Catholic issue may be assumed to be less important in the gubernatorial race than it was in the Presidential contest. In 1960 Kennedy won 52.8% of the vote in the Central Coast counties. Brown is presently showing 51.5% of the vote. The Central Coast counties are known to have a higher Catholic population than is common to the rest of the state. The Democrats, however, in losing a potential pro-Catholic sentiment in that area, may still pick up a substantial vote in that section of the state because it is Brown's home area. This fact alone is likely to have a significant impact upon Brown's showings in these surveys and in his final vote tally in November.

Numerically, Nixon is better off than the survey would indicate. The situation is such that hard work by the campaign organization can overcome the present imbalance. For example, the average California voter turn-out in the last three gubernatorial campaigns has been 74.16%

(It is not possible to estimate the exact voter turn-out by party in the general election. However, it has always been recognized that the Republican turn-out is heavier. These calculations do not, however, take that assumption into account.)

Based on the California registration in June, 1962 of 7,051,589, we could predict a vote in November of 5,229,458. Considering only those who regard their candidate inclination as being definite at this time (39.9% for Brown; 38.7% for Nixon), the numerical result would be a Brown victory by 62,755 votes. This would mean that a change in opinion from Brown to Nixon of one voter per precinct would swing the election to Nixon. Or, the delivery to the polls of two Nixon voters per precinct who would not otherwise vote would mean an election victory for Nixon without any change in current opinion. Both speculations assume that the "definites" are representative of the final outcome of the campaigning.

Again, it must be emphasized that these calculations are made without regard to the anticipated heavier GOP turn-out in November, which could mean Nixon is already even with Brown as far as the actual final tally is concerned.

It should be noted that women are somewhat more attracted to Nixon than are men. This is, of course, a traditional Republican advantage (which regrettably did not hold true in 1960). It should also be noted, as is traditional, that the Republican candidate has little strength with the non-white voters.

Non-White

Handwritten notes:
2-10-62
100%
to

	<u>Facts Survey</u> <u>Jan.-Feb., 1962</u>	<u>Facts Survey</u> <u>August, 1962</u>
Brown	71.1%	75.4%
Nixon	19.9	17.3

Again, there has been a substantial loss, but the real significance would appear to be the hopelessness of improving this situation by such a remarkable degree as would justify the time and effort to be spent on it.

A study of this sort often provides the temptation to concentrate campaign efforts where the weaknesses are found. This urge must be balanced by considerations of the locales of greater potential strength and a simple reading of the numbers of votes available.

According to the most recent study, 10.4% of the vote is still "up-for-grabs" in the form of "Don't-knows" or merely "Lean-towards". This does not take into account the number who will be swayed by the campaign and reverse their present feelings.

If one interprets the "definitely committed" groups as being just that, and all others as being susceptible to campaign persuasion, there is then 21.4% of the vote which may be swayed one way or the other.

The public seems prepared for a close race in the gubernatorial campaign with the Republicans and the younger voters being most convinced that it will be close.

	<u>Total</u>	<u>Republican</u>	<u>Democrat</u>	<u>Other</u>	<u>21-39</u>	<u>40-59</u>	<u>Over 60</u>
Close	78.7	83.6	75.3	76.3	80.7	79.0	73.0
Not close	14.7	10.9	17.4	15.8	13.7	14.5	17.4
Don't know	6.6	5.5	7.3	7.9	5.6	6.5	9.6

The second closest race is anticipated as being that of Lieutenant Governor, but only 59.7% of the public feel this one will be close.

There is no public sense of closeness about the remainder of the races.

Respondents were asked whether they intended to judge each candidate separately regardless of political party or if they felt they would probably go along with all of the candidates nominated by the party of their registration - Only about one-third of the respondents said they intended to vote for a straight party slate. It is worth noting, editorially, that for most voters there is apt to be a repulsion at the idea of strict party allegiance.

b. The Party Strength

This survey, in addition to indicating the percentage of votes "up-for-grabs", also indicates that the Republican voters are most likely to hold constant and the defectors are more likely to be among those with Democratic registrations. Interviewers asked, "Without calling your own party registration but thinking only of the problems California has today, which party do you feel is better able to solve these problems, the Republican or the Democratic"? Among the total population the result, as compared to the actual registration figures, is as follows:

	<u>Actual Registration</u> <u>June, 1962</u>	<u>Facts Consolidated</u> <u>Survey</u> <u>August, 1962</u>
Republican Party	40.2%	37.4%
Democrat Party	56.7	44.3
Don't know		18.3

These figures would indicate that by registration the Democrats are less inclined to regard their own party as the right one for solving California's problems. This conclusion is only partially borne out by a further breakdown provided by the survey. By registration, the following situation comes to light: 79.8% of the Republicans believe the Republican party is better able to solve state problems. Of the Democrats 75.6% feel the Democratic party is better able to solve the problems. More Democrats than Republicans say they don't know which is better able to do the job (17.8% Democrats compared to 14.1% GOP.) Of the registration labeled "Other" (which includes the "decline-to-state", Prohibitionists, etc.), 28.5% believe the Republicans are better able to handle the problems and 24.8% go for the Democrats. This of course also provides the largest "don't-know" category, with 46.7%.

These figures alone lead to the speculation that Brown, at this point in time, can be certain of approximately 75% of the Democratic vote. This is further borne out by the trial heat, in which 68.6% of the Democrats say they are definitely committed to Brown. It is interesting to compare the Democrats who say they are for Brown - 76.9%, with those who say they believe the Democratic party is better able to solve state problems - 75.6%.

Again, by area, the Republican party receives its greatest support as the party better able to solve the state problems from the Southern Counties - though it still runs behind the Democrat party.

BY AREA

	<u>Southern Counties</u>	<u>Central Coast Counties</u>	<u>Valley Counties</u>
Republican Party	38.8%	32.8%	38.6%
Democrat Party	42.8	48.8	43.6
Don't know	18.4	18.4	17.8

The attitudes of Union members towards the Republican party, as well as their attitude towards Nixon, show the following comparison:

Believe ___ Party better able to solve California problems	<u>Union Members</u>		Supporting _____ in November	<u>Union Members</u>	
Republican Party	25.2%		Nixon	30.9%	
Democrat Party	57.8		Brown	58.1	
Don't know	17.0		Don't know	5.1	

By pro-rating the "don't knows" in the "Party" question and comparing the results with the Nixon - Brown support among Union members, we could speculate that Nixon is running about even or slightly ahead of his Party when the Party is judged in this context.

By race, it should be noted that of the non-whites 74.5% say they believe the Democratic Party is better able to solve the problems and of the same non-whites 75.4% say they are for Brown. Of particular interest, however, is the fact that of the non-whites only 12.3% identified the Republican Party as the one better able to solve the problems while 17.3% of them are inclined to Nixon. And, of this figure, 14.1% say they are definitely for Nixon. This would strongly suggest that Nixon may be nearing his saturation point so far as the non-whites are concerned. That is not to say that it would be impossible to pick up more, but I feel it would have to come primarily through disenchantment with Brown as an individual, rather than through appeals provided by constructive programs. In short, bettering the non-white attraction to the Republican Party may be summarized as a job for the Republican Party itself, long-range, rather than a job which either could be done by Nixon or even should be attempted.

Somewhat the same thing may be said of the young people's enchantment with the Democratic Party. The breakdowns by age groups are:

	<u>21-39</u>	<u>40-59</u>	<u>Over 60</u>
Believe Republican Party better able to solve state problems	31.5	41.6	41.8
Believe Democratic Party better able to solve state problems	50.6	39.5	40.3
Don't know	17.9	18.9	17.9

In assigning this task to the Republican Party generally, obviously we are not saying that an idea which turned out to be particularly attractive to the young voters should not be a part of Nixon's campaign. Ideas like those presented in the Eisenhower Post article on the heavy tax burden on the young married couple, with the attendant obligation that it throws onto the parents, might be injected into the Nixon campaign with definite impact on the November results.

c. The "Might-Change" Group

The location of the "might-change" votes appears to be as follows:

	<u>Definite for Brown</u>	<u>Might change from Brown</u>	<u>Definite for Nixon</u>	<u>Might Change from Nixon</u>
Southern Counties	45.0%	43.1%	54.8%	38.7%
Cent. Coastal Co.	36.5	34.9	29.2	37.5
Valley Counties	18.5	22.0	16.0	23.8
Republican	5.4%	21.2%	81.1%	48.6%
Democratic	91.3	68.6	14.4	32.4
Other	3.3	10.2	4.5	19.0
21-39 years	46.9%	51.3%	35.0%	53.2%
40-59 years	37.7	39.1	47.0	42.3
60 & over	15.4	9.6	8.0	4.5
White	84.7%	89.1%	96.7%	93.7%
Non-white	15.3	10.9	3.3	6.3

These results indicate that Nixon has a substantially stronger hold on his "definitely committed" voters in the Southern Counties than does Brown. Conversely, Brown has almost as good a lead in the Central Coastal Counties in the "definite" category.

Among those who say they might change their current allegiance, a division was made between those who say they are currently favoring Brown but might change and those who are currently favoring Nixon but might change. Considering the two groups separately, it is interesting that the potential Brown loss of support from his own party is far greater than Nixon's potential loss from his own party. (Democrats who might change from Brown: 68.6%. Republicans who might change from Nixon: 48.6%.)

The non-white supporters of Brown who fall into the "might-change" category are not impressive.

Curiously, by group, the largest "might-change" percentage is among the Catholics who are now for Brown. In this group, 50.9% of the Catholics say they are definitely for Brown, while another 10.6% say they

might change. Nixon has attracted 23.3% of the Catholics to his "Definite" column. An additional 4.2% are for him but say they might change.

When considering the reasons for possible change in voting intentions it is well to consider what is helping and what is harming each candidate.

Brown: It is clear that he does not have much of a positive image in the minds of the voters. Of the total respondents, 22.5% simply say that he has a good record, is doing a good job, is experienced and/or the incumbent has the advantage. The water program is recalled by 9.2% of the respondents.

People are much more specific in recalling things that have hurt Brown: his stand on capital punishment, narcotics, taxes, CDC, a poor administrator, excessive bureaucracy, budget too large, etc.

Nixon: Here, too, there is not a good recall of the specifics of his campaign. The single issue which is recalled best is his fight against Communism which, in an open-ended question, 3.7% of the people cite the point which has helped Nixon the most so far. Easily the greatest advantage Nixon has is his record, his experience as Vice President and his knowledge of national and foreign problems. With 34% of the people citing these overlapping qualifications as the thing which has helped Nixon the most, it may be that the end result of the campaign will still be a contest of personalities and over-all impressions, rather than the triumph of specifics.

Among Democrats who intend to vote for Nixon there is a strong feeling for Nixon as the better man for the job and a very high disenchantment with Brown. 20.3% of the Democrats voting for Nixon say they don't like Brown and an additional 15.1% say we need a change of government. This would support the theory that Nixon will be the benefactor in a strong campaign attacking Brown, rather than building up Nixon. The survey would indicate, therefore, that this should be the philosophy of the campaign.

The points which have done Nixon the most harm are very evenly divided and the results of the survey do not indicate that he has any specific problem to overcome during the course of the campaign. It is a little disturbing, however, that when asked if they believed Brown's charges concerning Nixon's role in 1964, 47.8% of the respondents said they do believe the charges. The response to the question concerning Nixon in '64 breaks down by party registration as follows:

	<u>Republican</u>	<u>Democratic</u>	<u>Other</u>
Believe charges	25.2%	66.4%	35.2%
Do not believe charges	61.3	22.2	42.4
Don't know	13.5	11.6	22.4

The 25.2% of the Republicans who believe the charges is an unexpected and, I believe, high figure. The follow-up question concerning the possible effect of Nixon saying that he would accept the draft is meaningful in itself but it has further implications as well. 54.5% of the respondents say they feel that such a statement would cause Nixon to lose a lot of his present support. The implication of this figure may be that if Brown concentrates on this issue he may be able to make it stick.

II. ELECTION FACTORS

In this section we attempted to analyze the characteristics of the California voters in general, as well as the characteristics of each candidate's following.

Identification with "extremely liberal groups" and "extremely conservative groups" is analyzed. Presumably the respondents, to at least some degree, were able to identify in their own minds some examples of such groups.

<u>Identification with Liberal Groups</u>	<u>Total</u>	<u>Republican</u>	<u>Democratic</u>	<u>Other</u>	<u>Union Member</u>	<u>Non Member</u>
More inclined to vote for	17.7%	4.7%	27.9%	13.9%	21.1%	15.3%
Less inclined to vote for	40.0	63.7	22.0	40.0	31.8	44.6
Makes no difference	31.8	23.3	38.7	27.9	36.4	29.8
Don't know	10.5	8.3	11.4	18.2	10.7	10.3
<u>Identification with Conservative Groups</u>						
More inclined to vote for	24.5	41.5	13.1	13.9	20.0	26.6
Less inclined to vote for	33.8	22.9	41.2	38.2	36.4	32.0
Makes no difference	31.5	27.5	35.0	29.1	33.4	31.1
Don't know	10.2	8.1	10.7	18.8	10.2	10.3

Perhaps the most surprising comparison is the effect on union members of identification with either liberal or conservative groups. Almost the same number say that they would be more inclined to vote for a candidate identified with extremely liberal groups as say they would be more inclined to vote for a candidate with extremely conservative groups.

The identification as a "middle-of-the-roader" increases the size of the "makes-no-difference" category. More Democrats are favorably inclined to the middle-of-the-roader than to the candidate identified with conservative groups: 22.6% compared to 13.1% of Democrats who say they would be more inclined to vote for a candidate identified with extremely conservative groups.

Closely related to the impact of group association is the question of the candidates with other political personalities. The survey attempts to evaluate the effect that campaigning by Eisenhower, Rockefeller and Goldwater would have on the Nixon campaign. Only 13% of the people admit that Eisenhower's visit would have any effect on their vote and, as might be expected, he scores higher than either of the other two. Slightly more people, and particularly in the Republican party, would be more impressed by a visit from Goldwater than from Rockefeller (16.1% of the Republicans say that a Goldwater visit would make them more inclined to vote for Nixon against 13.2% who would be impressed by the Rockefeller visit).

As might be predicted, the Goldwater visit would alienate as many Democrats as it would pick up Republicans. 16.8% of the Democrats say they would be less inclined to vote for Nixon if Goldwater campaigns for him.

On the other hand, as compared with the 13% who would be favorably impressed by an Eisenhower visit, 14.7% would be impressed for Brown by a visit from President Kennedy. This slight excess over the Eisenhower figure probably represents both Kennedy's popularity (in spite of recent slippage) and upward bias as well. It is well known in Opinion Research that the very office of the Presidency raises somewhat the number who favor either the person or the issue involved. Pro-John F. Kennedy sentiment runs slightly higher in the Southern counties (15.6%), among Catholics (20.9%), among union members (19.5%) and among non-whites (28.2%).

Bobby Kennedy loses more support for Brown than he picks up: 8.6% say that campaigning by Robert Kennedy would favorably influence their vote for Brown and 10.2% say that they would be more inclined to ~~vote~~ vote against Brown as a result of Bobby Kennedy's campaigning.

Linden Johnson also has a more negative effect than positive.

Of the three, Republicans apparently dislike Robert Kennedy the most.

When the question is raised, should we elect a Governor who agrees with President Kennedy and his policies, or should we elect a good Governor regardless of whether or not he agrees with Kennedy the answer is overwhelmingly in favor of the latter course: 82.4% as against 15% who favor electing a Governor who agrees with Kennedy. This discovery may be worth publicizing. It is somewhat surprising that only 15% of the people are favorably impressed with the idea. An upward bias alone towards the Presidency should increase that figure. The Southern counties show 17% favored the Governor who agrees with Kennedy, while the Central Coastal counties show only 10.6%.

In all these considerations of the relative strength one acquires by association with groups, it should be remembered that this does not necessarily indicate the relative acceptability of Liberal and Conservative labels. These self-stylings were explored in the Belden survey in California with the following results:

	<u>Total</u>	<u>Democrat</u>	<u>Republican</u>	<u>Independent</u>	<u>White</u>	<u>Negro</u>
Liberal	27%	40%	15%	22%	25%	44%
Conservative	41%	29%	60%	39%	43%	24%
Something else	14	13	12	19	14	9
Unreported	18	18	13	20	18	23

As reported before, the word "Conservative" in California solicits a favorable response from not only a great many people of the general public but also a very high percentage of Democrats.

In the Belden survey the orientation of people towards greater government activity as opposed to greater activity by private business was also explored, with the result that 62% of the people feel that private business "should do more", while only 21% feel that government "should do more."

The following issues were tested by the current Facts Consolidated survey. The question numbers on any given issue are quoted in parenthesis below:

1. Medicare (7, 8, 9, 10, 11, 12)
2. New industry need (5, 6, 20)
3. Job needs (3, 4)
4. Crime (2, 2a)
5. Education (1)
6. Administrative ability (16)
7. Budget (17, 17a, 18)
8. Taxes (19, 20)
9. Death penalty (21, 22)
10. Internal Communism (23, 24)
11. Social welfare (25, 26, 27)
12. More product markets (26, 27)
13. Water pollution (26, 27)
14. Unionizing farm workers (26, 27)
15. Review by Legislature of all parts of state budget (26, 27)
16. Senate reapportionment (26, 27)
17. Better use made of career employees (26, 27)
18. Cutting size of bureaus (26, 27)
19. Longer Legislative sessions (26, 27)
20. State parks (26, 27)
21. Water (26, 27)
22. Law enforcement on highways (26, 27)
23. Ability of parties to meet needs (42)
24. Nixon motives for race (43, 44)

III THE ISSUES

In any campaign the time comes when basic decisions must be made concerning the nature of the issues which will be the theme of the campaign. Some considerations on this subject which are apparent thus far in the campaign include:

- 1) Candidates for state office should confine themselves to state issues.
- 2) At the same time, public interest is likely to be greater on national and international issues than on state matters.
- 3) A psychological advantage is created by apparent knowledge of state issues when a state office is involved.
- 4) Lack of concentration on state issues may lead to subsequent significant attacks which have little to do with the issues, but which cast doubts upon the appropriateness of the very candidacy of the opponent, i.e., he knows nothing about the important state issues but is using this position as a stepping-stone to other rewards.

In the section of the survey labeled State Issues in General, questions 26 and 27 are tallied to determine, first, the public reaction to the issue itself and, secondly, to the question of whether or not there should be more discussion of the issue in the course of the campaign. Many of the subjects covered were presented by Nixon in his Commonwealth Club speech.

Most of these matters are a part of what might be called the constructive program approach.

In making the following observations, the point is not that there should be a vacuum so far as constructive issues are concerned, but rather to analyze the relative persuasiveness of these issues upon the general public.

Summarizing the entire group of issues, one might say that the Nixon position on each is on the side of God, but the interest factor could hardly be lower. For example, actual delivery of California water from the North to the Southern parts of the state is labeled as an important issue which people favor (70.6% of the overall public do so favor it.) As expected, 83.1% of those questioned in Southern California

counties feel this is an important issue which they favor. Only 8.4% of the public who feel the matter is important oppose the concept of delivering Northern California water to the South. In the Southern counties 2.8% feel this is important and oppose it; in the Central Coastal counties 18.2% feel that way and in the Valley, 20.1%.

Perhaps these figures show only an anti-Southern California bias.

An even higher percentage of people regard the prevention of water pollution as being an important issue which they favor (89.3%); but this is, after all, a question of being on the side of virtue (in spite of the fact that the survey shows that 1% of the people oppose preventing water pollution.)

When the 12 issues that were tested in questions 26 and 27 are studied carefully, it would appear that the significance of the reaction of respondents is primarily in their feelings towards hearing more about the subject. (Question 27).

Looking at the issues which people were asked to express an opinion as to whether or not they would care to hear more about the subject, there was no issue (save water delivery alone) which solicited a positive response from as much as a third of the interviewees.

An interesting comparison with these results may be found with those published with the Belden survey in California. The Belden questionnaire, it will be remembered, was aimed more at national and international issues than at state or local issues. However, the wording of the questions was approximately the same. A comparison shows twice the number of people saying they would like to hear more about the issues discussed in the Belden survey than those discussed in the Facts survey. (The Belden issues include foreign aid, Berlin wall, anti-trust Laws applied to unions, internal communist threats, excessive power in the hands of the President, etc.).

Anyone wishing to develop a policy statement for the candidate in light of these two surveys would probably be inclined to say that the candidate who can orient himself and his audience to a discussion of California issues in their context of national and international impact will enjoy a distinct listener advantage over the man who speaks from the more provincial point of view.

IV. INTERNAL COMMUNISM

Every indication from both the Facts Survey and the one done by Belden in California indicate that this may be Nixon's strongest potential issue. In the Belden Survey it was determined that 65% of the people feel that Communist threats within the United States are as dangerous as Communist threats from the outside. Respondents were able to evaluate this statement on a +3 to -3 scale. +3 was the strongest possible agreement you could have with the statement and -3 the strongest disagreement. 65% of the general public gave it a +3 rating and 6% a -3 rating. When all of the + ratings were added together 81% of the California public agreed with the statement while 15% disagreed and 4% had no opinion. Generally this ratio was consistent between Republicans and Democrats and negroes. It should be noted, however, that a higher percentage of negroes had no opinion on this matter than was true of the general public. The only sizeable disagreement was from the group that identified themselves as 'liberals'. When asked if they would like to hear more about the issues from candidates 68% said "yes" and 27% said "no".

In Facts' survey we continued the questioning by applying it more directly to a state situation - "do you think that elected state officials should have a definite state program to combat internal Communist threats or leave the job to the federal government?" 56.2% of the respondents felt that a definite state program was in order; 38.6% favored leaving the job to the federal government. By areas the results were as follows:

	<u>Southern</u>	<u>Central Coastal</u>	<u>Valley</u>
Have a definite state program	62.0	57.5	59.7
Leave the job to federal government	31.0	53.9	34.6

Again, the issue has less appeal which must be admitted to Democrats than Republicans and less to non-whites than whites.

There was still another question relating to this subject: it should be noted immediately that this was a forced question in that people were asked to choose between the candidates as to which was best able to meet the threats of internal Communism regardless of whether or not they believed such threats to exist. Nixon scored very well with the general public - 47.7% selecting him to Pat Brown, 29.2%. Of the issues tested this was Nixon's clearest advantage over Brown. Nixon also made his most substantial inroad into the Democratic vote on this issue with 20.3% of the Democrats saying they felt that Nixon was best able to cope with the issue.

Catholics, who showed a slightly higher degree of concern over the Communist issue than the public generally responded to Nixon and Brown on the issue, 34.5% feeling Nixon was the man better able to deal with the situation and 38.5 choosing Brown. Just for the comparison when people were asked about Anderson and Christopher on this issue, Christopher was chosen by the general public as being better able to cope with the issue than Anderson. However, this

finding was reversed sofar as the Catholics were concerned with more Catholics feeling that Anderson could deal with the situation better than Christopher.

Nixon also scores higher with the young voters on his ability to handle this issue than he does as a candidate per se. 42.7% of the age group from 21 to 39 years of age choose Nixon as the man best able to deal with the threats of internal Communism while only 38.4% of this age group is currently naming Nixon as their choice for Governor. Somewhat the same thing is true of the non-white vote with 19.5% saying Nixon can deal with Communism while 17.3% of the group are currently supporting Nixon.

V. WELFARE PROGRAMS

Considering the state programs for aid to the aged, aid to widows and orphans, aid to the unemployed and disabled, and aid to needy children, there is a general feeling that the state is doing either about the right amount or too much. Only 16.9% of the people feel that there is a need to do more. This is particularly true in the valley counties where there is a much stronger feeling that the state is carrying the programs too far and only 7.4% believe that the state is not doing enough. The non-white vote, which is traditionally the group that demand more state activity in this field, seems relatively satisfied with the amount of present state activity.

Several questions were asked about Medicare and financing of medical care for the aged. The results appear to be quite contradictory. When the words "compulsory" and "voluntary" were used in the question and identified with Nixon and Brown, 47.1% agreed with Nixon's position while 41.4% agreed with Brown's.

In further questioning people were asked to choose the best arguments for and against Medicare and then asked to select the argument which comes closest to the "way you personally feel". 53.2% said that the argument in favor of Medicare comes closest to the way they personally feel while 39.9% chose the argument against it. On this issue the non-white sympathy is clearly with a Medicare program. 64.5% agreed with Brown's position even though the word "compulsory" was involved. Only 20% agreed with Nixon's position.

The age group figures are as follows:

	<u>21 to 39</u>	<u>40 to 59</u>	<u>Over 60</u>
Brown	41.8%	39.0%	46.8%
Nixon	46.5	49.7	41.8
Don't know	11.7	11.3	11.4

The argument which was chosen as being best for a government medical care program for the aged is that "medical costs are too high." 38% of the general public feel this is the best argument the proponents could have. The argument chosen best for use by opponents of government paying the aged medical bills was divided as follows:

- "The plan would not cover all the aged people who need care" - 18.8%
- "The plan would cover a great many people who can afford to pay their own bills" - 18.4%
- "The plan would lead to socialized medicine" - 15.2%

The non-white vote introduces the argument that "our taxes are high enough already" which the general public regards as the fourth best reason for use by the plan's opponents.

It is interesting that the argument that the plan would not cover all the aged people who need care is not really an indictment of the idea of a government aid plan. Neither is the second argument an argument against the concept but rather is an argument of the shortcomings of the aid plan.

When asked point blank about their present feelings toward Medicare 43.1% say they favor it; 34.7% are opposed and 18.1% have no strong feelings. This is contrary to the findings of the Belden Survey which did not use the word Medicare but described it in terms of a social security plan with taxes deducted from pay checks. 44% in California favored what was described as the new social security plan and 45% favor the voluntary health insurance program.

Finally, 48.5 say that President Kennedy campaigning for Medicare in California would help Governor Brown; 17.7% say it would hurt him and 33.8% say they don't know.

VII. OTHER CONTROVERSIAL ISSUES

While it will be remembered that many people cite Brown's lack of ability as a good chief executive officer in the state, 42.4% of the total public say that he is the man best able to handle the responsibilities of administering the state departments and activities of state employees. This is in my opinion surprisingly high. The identical percentage say that Nixon is the man best able to handle the job and this figure too fails to give the Brown charge of inexperience in state problems the credibility that one might expect. It is probably the case that Nixon's background as Vice President creates a positive impression of his ability.

The California budget of \$3 billion a year is cited by two-thirds of the people as being a serious problem but this must be balanced with the previous findings that 70% of the people feel that budgets will go on increasing in the next few years. Nixon, however, does score well as the candidate best able to handle the problem of increasing state government costs.

	<u>Total</u>	<u>Rep.</u>	<u>Dem.</u>
Brown	32.2%	8.2%	59.9%
Nixon	49.5	81.8	19.8

There is no wholesale concern in the subject of education with 45.7% of the people saying that California is doing "about the right amount in education". These statistics seem to say "we know it is a big job and it will get bigger but we are doing pretty well."

People are extremely concerned about the crime issue as has been established by previous surveys. There may be some doubt about the validity of the wording of the question which included a reference to "elected state officials". The intention of this was to differentiate between police forces and political leaders. However, 85% of the people said that it is a problem for state officials. Brown was given credit by 42.6% of the people as being the candidate "most aware of this problem" and the one who would do the most about it. Nixon received the support of 38.6% of the people on this issue.

58.2% of the people favor the death penalty and in an open-ended question, 10.9% of the people say that the Chessman case was poorly handled, a good example of the unfairness and inefficiency of the death sentence and that Brown bungled the handling of the Chessman case.

CANDIDATE IMAGES

Field Poll - July, 1962

Brown	47%
Nixon	44%
Undecided	9%

Strong Points

Nixon - among Nixon Supporters
(88% give some answer)

His experience, political background and know-how.....	53%
His honesty, sincerity, uprightness...	22
He is active, aggressive, hardworking, has strong convictions.....	18
He is concerned with the welfare of the country, of the people.....	8
He has an attractive, pleasing, good personality.....	7
He is conservative.....	5
He fights, is against communism.....	5
He has a good record.....	5
His stand on the issues.....	3
He is a native son, a Californian...	3
He has a fine family, attractive wife..	3
He will cut taxes, won't spend so much.	2
He is a good public speaker.....	2
None.....	<u>12</u>

Brown - among Brown Supporters
(73% give some answer)

His fine record, he has done a good job as governor.....	32%
His forcefulness, he's a man of action, he fights for his principles.....	12
The water program.....	12
He is honest, sincere, conscientious, fair, straight-forward.....	11
His stand on capital punishment, the Chessman case.....	7
His record on education.....	6
He is friendly, natural, likeable, a people's man.....	4
His political views (he is liberal, pro-labor).....	4
The highway program.....	3
Good fiscal policy, reduced debt, decreased taxes.....	2
His stand on old-age pensions..	2
His stand on the narcotics problem.....	1
None.....	<u>27</u>

136/88

96/73

Weak Points

Nixon - among Brown Supporters

His mudslinging campaign tactics.....	12%
He is hot-headed, offends people, talks too much.....	10
His aloof, superior attitude.....	9
He is self-seeking, opportunistic, puts his personal ambition above the welfare of the people.....	8
He is anti-labor, favors big business.....	7
He is not consistent, changes his viewpoint for political advantage...	7
He is indecisive, evasive, doesn't take a firm stand.....	6
He is using the governorship as a step to the White House.....	5
He is a poor speaker, couldn't get his points across on TV.....	5
He has no real program.....	4
He has no experience on the state level.....	3
He lost the Presidency, voters don't like a loser.....	3
Something about him people don't like, they have a prejudice against him.....	2 81

Brown - among Nixon Supporters

His indecisiveness, his weakness, he sways with public opinion, can't make up his mind.....	21%
Too much spending, taxes high.....	18
The Chessman case, capital punishment.....	12
His stand on the narcotics and drug problem.....	11
He doesn't fulfill his promises.....	7
His personality lacks warmth, appeal.....	5
He sides with labor too much..	4
The water plan.....	4
He gives too many jobs to political friends.....	7
His record is generally poor..	7 94

cc: Messrs. MacNelly, Finch, Chotiner, Grassmuck, Hunter, Hess

Public Opinion Study
Concerning
The November 1962 California Elections
Conducted Statewide Among
California Registered Voters

August 1962

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Issued to: Robert Haldeman

Public Opinion Study

Concerning

The November 1962 California Elections,

State Issues and Business Climate

Conducted Statewide Among

California Registered Voters

August 1962

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INTRODUCTION

This report contains the findings of a survey conducted statewide among registered voters in California.

The study is concerned primarily with the November 1962 California Election. The main purposes are:

To measure the preferences of California registered voters concerning selected candidates in the election to be held on November 6, 1962

and

To determine the relative importance of the problems and issues of the campaign.

To accomplish the purposes of this study a random sampling plan was used, certain controls were applied and the field work was assigned to sixty Facts Consolidated interviewers. The personal "face-to-face" interviewing method was used, yielding 1641 completed interviews. Interviewing began on Monday, July 30, 1962 and continued through Saturday, August 4, 1962.

Information obtained as a result of the personal interviewing was reported by means of a custom questionnaire designed jointly by Facts Consolidated and its clients.

No control of party affiliation was imposed either in the geographic sampling or on the quota restrictions imposed on the interviewers. The sample produced the following results by party registration as compared with the actual registration in the state of California.

	<u>COMPLETED INTERVIEWS</u>	<u>ACTUAL REGISTRATION</u> (As of close of registration April 12, for June 5, 1962 Primary elections)
Number of registered voters	<u>1641</u>	<u>7,464,626</u>
Percent...	%	%
Republican	40.1	40.2
Democrat	53.1	56.7
Some other way	3.0	3.1
Refused to answer	3.8	-
	<u>100.0</u>	<u>100.0</u>

THE GEOGRAPHIC SAMPLING PLAN

Population data as of the Preliminary 1960 Census, for all counties in the state, were used in allocating the sample. For purposes of tabulation the State was divided into three regions:

1. SOUTHERN COUNTIES

Imperial, Inyo, Los Angeles, Orange, Riverside, San Bernardino
San Diego, San Luis Obispo, Santa Barbara and Ventura.

2. CENTRAL COAST COUNTIES

Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San
Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma.

3. SAN JOAQUIN AND SACRAMENTO VALLEY COUNTIES

Butte, Colusa, Fresno, Glenn, Kern, Kings, Lake, Madera, Merced,
Sacramento, San Joaquin, Stanislaus, Sutter, Tehama, Tulare, Yolo
and Yuba.

The extreme Northern and Eastern Counties were excluded because they represent such a small percentage (3%) of the state total.

Within the three regions the largest counties were selected to represent the region, and the sample was allocated among them as indicated on the following pages. In order to have a meaningful sample in the San Joaquin and Sacramento Valley Counties a disproportionately larger sample was obtained. However, the results have been weighted according to the area population in all the statistical tables.

	<u>Adjusted Percent of the State Population</u>	<u>Weighted Sample As Used In the Tabulations</u>	<u>Completed Sample of 1641 Adults</u>
	%	%	%
<u>ALL SOUTHERN COUNTIES</u>	<u>66.4</u>	<u>65.2</u>	<u>48.4</u>
Los Angeles	44.8	49.3	36.6
Orange	5.3	3.9	2.9
Riverside	2.3	1.7	1.3
Santa Barbara	1.3	1.0	.7
San Bernardino	3.7	2.7	2.0
San Diego	7.5	5.5	4.1
Ventura	1.5	1.1	.8
<u>ALL CENTRAL COAST COUNTIES</u>	<u>23.1</u>	<u>22.6</u>	<u>33.5</u>
Alameda	6.6	5.8	8.7
Contra Costa	3.0	2.6	3.9
San Francisco	5.4	5.8	8.5
San Mateo	3.3	3.5	5.1
Santa Clara	4.8	4.9	7.3
<u>ALL SAN JOAQUIN VALLEY AND SACRAMENTO VALLEY COUNTIES</u>	<u>10.5</u>	<u>12.2</u>	<u>18.1</u>
Fresno	2.7	3.2	4.7
Kern	2.2	2.6	3.8
Sacramento	3.7	4.3	6.4
San Joaquin	1.9	2.1	3.2
<u>STATE TOTAL</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

DISTRIBUTION OF INTERVIEWS

	<u>TOTAL</u>	<u>BY AREA</u>		
		Southern Counties	Central Coast Counties	Valley Counties
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>
Percent by...	%	%	%	%
<u>REGISTRATION</u>				
Republican	40.1	40.8	36.8	42.3
Democrat	53.1	52.6	54.6	53.1
Some other way	3.0	3.3	2.6	2.3
Refused	<u>3.8</u>	<u>3.3</u>	<u>6.0</u>	<u>2.3</u>
	100.0	100.0	100.0	100.0
<u>RELIGION</u>				
Catholic	23.6	23.4	23.0	25.5
Protestant	65.3	66.4	59.0	70.8
Jewish	6.9	7.6	8.2	1.0
Refused	<u>4.2</u>	<u>2.6</u>	<u>9.8</u>	<u>2.7</u>
	100.0	100.0	100.0	100.0
<u>AFFILIATION WITH UNION</u>				
Member	36.0	33.7	41.7	38.0
Non-Member	60.3	63.0	53.5	58.0
Refused	<u>3.7</u>	<u>3.3</u>	<u>4.8</u>	<u>4.0</u>
	100.0	100.0	100.0	100.0
<u>AGE</u>				
21 to 29	15.1	13.7	21.0	12.0
30 to 39	26.6	26.4	25.1	29.6
40 to 49	25.7	25.3	25.3	28.9
50 to 59	16.8	18.1	15.0	13.4
60 and over	<u>15.8</u>	<u>16.5</u>	<u>13.6</u>	<u>16.1</u>
	100.0	100.0	100.0	100.0

Continued...

DISTRIBUTION OF INTERVIEWS (Cont.)

	<u>TOTAL</u>	<u>BY AREA</u>		
		Southern Counties	Central Coast Counties	Valley Counties
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>
Percent by...	%	%	%	%
<u>RACE</u>				
White	91.0	91.2	90.3	91.0
Negro	4.5	3.7	7.1	4.7
Mexican	3.4	4.4	.2	4.0
Other	<u>1.1</u>	<u>.7</u>	<u>2.4</u>	<u>.3</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
<u>SEX</u>				
Male	48.5	48.1	48.5	51.0
Female	<u>51.5</u>	<u>51.9</u>	<u>51.5</u>	<u>49.0</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
<u>STANDARD OF LIVING</u>				
A & B	25.3	22.4	28.2	35.3
C	65.1	66.6	66.7	54.0
D	<u>9.6</u>	<u>11.0</u>	<u>5.1</u>	<u>10.7</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

TRIAL HEATS

In answer to the Questions: "If the election were being held today, for which of the following would you vote -- for Governor--Brown or Nixon?"

"(IF A CANDIDATE NAMED, ASK) Would you say you have definitely made up your mind to vote for Brown or Nixon OR Would you say that depending upon circumstances you might change your mind before November?"

"(IF DON'T KNOW FOR WHOM YOU WILL VOTE, ASK) Do you lean toward Brown or Nixon?"

	<u>TOTAL</u>	<u>BY AREA</u>			<u>BY REGISTRATION</u>			<u>BY RELIGION</u>			<u>BY UNION AFFILIATION</u>		
		Southern Counties	Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non-Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying they will vote...	%	%	%	%	%	%	%	%	%	%	%	%	%
<u>FOR GOVERNOR</u>													
Edmund G. (Pat) Brown	*46.3	44.0	51.5	49.7	8.8	76.9	29.1	61.5	37.9	64.1	58.1	39.6	42.2
Definitely	39.9	38.0	44.6	41.6	5.4	68.6	19.4	50.9	32.9	58.2	50.1	34.2	35.5
Might change	6.4	6.0	6.9	8.1	3.4	8.3	9.7	10.6	5.0	5.9	8.0	5.4	6.7
Lean toward	* 3.2	2.9	3.6	3.7	1.3	3.3	12.7	3.0	2.8	5.9	2.7	3.3	5.5
Richard M. Nixon	*43.3	46.0	37.9	38.9	83.9	13.3	38.2	27.5	52.1	24.4	30.9	50.4	46.7
Definitely	38.7	42.1	32.4	32.5	78.4	10.5	25.5	23.3	47.1	21.8	27.5	45.4	38.9
Might change	4.6	3.9	5.5	6.4	5.5	2.8	12.7	4.2	5.0	2.6	3.4	5.0	7.8
Lean toward	* 2.5	2.6	1.6	3.0	3.3	1.5	4.8	1.9	2.9	1.1	3.2	2.2	-
Don't know	* 4.7	4.5	5.4	4.7	2.7	5.0	15.2	6.1	4.3	4.5	5.1	4.5	5.5
	<u>*100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Continued...

Note: See introduction for explanation of population weights as applied to these tables.

In answer to the Questions: "If the election were being held today, for which of the following would you vote == for Governor == Brown or Nixon?"

"(IF A CANDIDATE NAMED, ASK) Would you say you have definitely made up your mind to vote for Brown or Nixon OR Would you say that depending upon circumstances you might change your mind before November?"

"(IF DON'T KNOW FOR WHOM YOU WILL VOTE, ASK) Do you lean toward Brown or Nixon?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying they will vote...	%	%	%	%	%	%	%	%	%	%
<u>FOR GOVERNOR</u>										
Edmund C. (Pat) Brown	*46.3	47.4	45.3	52.9	41.3	42.9	43.5	75.4	36.4	49.8
Definitely	39.9	41.0	38.9	45.0	35.4	39.0	37.2	67.7	31.7	42.8
Might change	6.4	6.4	6.4	7.9	5.9	3.9	6.3	7.7	4.7	7.0
Lean toward	* 3.2	3.5	2.8	2.9	3.2	3.9	3.0	4.5	2.1	3.5
Richard M. Nixon	*43.3	42.4	44.1	38.4	47.2	45.5	45.9	17.3	54.4	39.5
Definitely	38.7	37.4	40.0	32.6	42.7	44.2	41.2	14.1	49.0	35.2
Might change	4.6	5.0	4.1	5.8	4.5	1.3	4.7	3.2	5.4	4.3
Lean toward	* 2.5	2.8	2.2	2.1	2.7	2.9	2.6	1.4	2.6	2.4
Don't know	* 4.7	3.9	5.6	3.7	5.6	4.0	5.0	1.4	4.5	4.8
	<u>*100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Note: See introduction for explanation of population weights as applied to these tables.

In answer to the Questions: "If the election were being held today, for which of the following would you vote -- for Lieutenant Governor-- Anderson or Christopher?"

"(IF A CANDIDATE NAMED, ASK) Would you say you have definitely made up your mind to vote for Anderson or Christopher OR Would you say that depending upon circumstances you might change your mind before November?"

"(IF DON'T KNOW FOR WHOM YOU WILL VOTE, ASK) Do you lean toward Anderson or Christopher?"

	<u>TOTAL</u>	<u>BY AREA</u>			<u>BY REGISTRATION</u>			<u>BY RELIGION</u>			<u>BY UNION AFFILIATION</u>		
		Southern Counties	Central Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non-Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying they will vote...	%	%	%	%	%	%	%	%	%	%	%	%	%
<u>FOR LIEUTENANT GOVERNOR</u>													
Glenn M. Anderson	*36.5	36.9	34.4	38.3	9.2	59.7	15.8	42.2	32.1	50.7	47.8	29.9	35.5
Definitely	28.3	28.6	26.0	30.9	5.2	48.0	9.7	31.9	24.5	43.0	38.0	22.8	24.4
Might change	8.2	8.3	8.4	7.4	4.0	11.7	6.1	10.3	7.5	7.7	9.8	7.1	11.1
Lean toward	* 3.8	4.2	3.5	2.3	1.7	4.6	9.7	4.9	3.3	4.5	5.1	2.8	6.6
George Christopher	*43.8	41.4	47.7	49.7	75.3	20.6	40.0	34.0	49.9	28.9	33.3	50.1	43.3
Definitely	35.2	34.1	37.5	36.9	65.7	13.9	22.4	26.5	41.0	19.6	25.2	41.0	37.8
Might change	8.6	7.3	10.2	12.8	9.6	6.7	17.6	7.5	8.9	9.3	8.1	9.1	5.5
Lean toward	* 5.3	5.5	5.8	3.0	6.4	4.0	9.1	8.0	4.2	5.9	5.6	5.2	3.3
Don't know	*10.6	12.0	8.6	6.7	7.4	11.1	25.4	11.0	10.5	10.0	8.2	11.8	11.1
	<u>*100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Continued...

Note: See introduction for explanation of population weights as applied to these tables.

In answer to the Questions: "If the election were being held today, for which of the following would you vote -- for Lieutenant Governor -- Anderson or Christopher?"

"(IF A CANDIDATE NAMED, ASK) Would you say you have definitely made up your mind to vote for Anderson or Christopher OR Would you say that depending upon circumstances you might change your mind before November?"

"(IF DON'T KNOW FOR WHOM YOU WILL VOTE, ASK) Do you lean toward Anderson or Christopher?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying they will vote...	%	%	%	%	%	%	%	%	%	%
<u>FOR LIEUTENANT GOVERNOR</u>										
Glenn M. Anderson	*36.5	39.5	33.6	41.4	32.8	33.5	35.8	43.6	29.1	39.0
Definitely	28.3	29.9	26.7	30.5	26.0	28.6	27.5	35.9	20.5	31.0
Might change	8.2	9.6	6.9	10.9	6.8	4.9	8.3	7.7	8.6	8.0
Lean toward	* 3.8	3.6	4.0	5.1	2.6	3.4	3.2	9.5	3.9	3.7
George Christopher	*43.8	43.5	44.2	40.1	46.1	47.8	45.4	28.6	56.7	39.5
Definitely	35.2	35.6	34.9	29.5	38.9	40.5	36.8	19.5	49.2	30.5
Might change	8.6	7.9	9.5	10.6	7.2	7.3	8.6	9.1	7.5	9.0
Lean toward	* 5.3	5.0	5.6	5.0	6.5	2.9	5.1	7.7	3.9	5.8
Don't know	*10.6	8.4	12.6	8.4	12.0	12.4	10.5	10.5	6.4	12.0
	<u>*100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Note: See introduction for explanation of population weights as applied to these tables.

In answer to the Questions: "If the election were being held today, for which of the following would you vote -- for Attorney General-- Mosk or Coakley?"

"(IF A CANDIDATE NAMED, ASK) Would you say you have definitely made up your mind to vote for Mosk or Coakley OR Would you say that depending upon circumstances you might change your mind before November?"

"(IF DON'T KNOW FOR WHOM YOU WILL VOTE, ASK) Do you lean toward Mosk or Coakley?"

	<u>TOTAL</u>	<u>BY AREA</u>			<u>BY REGISTRATION</u>			<u>BY RELIGION</u>			<u>BY UNION AFFILIATION</u>		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Non-Member	Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying they will vote...	%	%	%	%	%	%	%	%	%	%	%	%	%
<u>FOR ATTORNEY GENERAL</u>													
Stanley Mosk	*50.2	48.5	50.5	59.1	20.5	73.8	41.2	58.2	44.2	68.9	60.8	44.0	48.9
Definitely	39.0	37.8	39.4	45.0	11.2	61.3	29.1	45.5	33.5	57.8	49.2	33.2	34.4
Might change	11.2	10.7	11.1	14.1	9.3	12.5	12.1	12.7	10.7	11.1	11.6	10.8	14.4
Lean toward	* 4.4	5.3	3.5	1.0	2.2	5.3	9.7	4.9	4.0	4.8	4.8	4.2	3.3
Tom Coakley	*29.2	29.0	31.3	26.8	58.9	8.5	16.4	19.0	35.3	14.8	20.9	34.3	27.8
Definitely	23.3	24.6	22.4	18.8	50.0	5.1	9.7	13.4	28.7	12.6	15.8	27.9	22.2
Might change	5.9	4.4	8.9	8.0	8.9	3.4	6.7	5.6	6.6	2.2	5.1	6.3	5.6
Lean toward	* 3.4	3.7	2.9	2.7	6.2	.9	5.5	3.1	3.7	2.2	3.2	3.3	5.6
Don't know	*12.8	13.5	11.8	10.4	12.2	11.5	27.2	14.8	12.8	9.3	10.3	14.2	14.4
	<u>*100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Continued...

Note: See introduction for explanation of population weights as applied to these tables.

In answer to the Questions: "If the election were being held today, for which of the following would you vote -- for Attorney General -- Mosk or Coakley?"

"(IF A CANDIDATE NAMED, ASK) Would you say you have definitely made up your mind to vote for Mosk or Coakley OR Would you say that depending upon circumstances you might change your mind before November?"

"(IF DON'T KNOW FOR WHOM YOU WILL VOTE, ASK) Do you lean toward Mosk or Coakley?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying they will vote...	%	%	%	%	%	%	%	%	%	%
<u>FOR ATTORNEY GENERAL</u>										
Stanley Mosk	*50.2	54.1	46.5	55.2	47.1	45.2	48.6	66.4	43.9	52.3
Definitely	39.0	42.7	35.5	41.7	37.2	36.7	37.6	52.7	32.3	41.3
Might change	11.2	11.4	11.0	13.5	9.9	8.5	11.0	13.7	11.6	11.0
Lean toward	* 4.4	3.4	5.2	4.0	5.1	3.1	3.8	9.6	2.7	5.0
Tom Coakley	*29.2	29.6	28.9	24.5	31.4	35.9	31.3	8.1	39.6	25.7
Definitely	23.3	23.4	23.3	17.4	26.5	30.7	25.0	6.3	32.5	20.3
Might change	5.9	6.2	5.6	7.1	4.9	5.2	6.3	1.8	7.1	5.4
Lean toward	* 3.4	3.0	3.7	4.0	3.1	2.6	3.5	2.7	3.8	3.2
Don't know	*12.8	9.9	15.7	12.3	13.3	13.2	12.8	13.2	10.0	13.8
	<u>*100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Note: See introduction for explanation of population weights as applied to these tables.

In answer to the Questions: "If the election were being held today, for which of the following would you vote -- for United States Senator-- Kuchel or Richards?"

"(IF A CANDIDATE NAMED, ASK) Would you say you have definitely made up your mind to vote for Kuchel or Richards OR Would you say that depending upon circumstances you might change your mind before November?"

"(IF DON'T KNOW FOR WHOM YOU WILL VOTE, ASK) Do you lean toward Kuchel or Richards?"

	<u>TOTAL</u>	<u>BY AREA</u>			<u>BY REGISTRATION</u>			<u>BY RELIGION</u>			<u>BY UNION AFFILIATION</u>		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Non-Member	Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying they will vote...	%	%	%	%	%	%	%	%	%	%	%	%	%
<u>FOR U.S. SENATOR</u>													
Thomas H. Kuchel	*45.6	40.3	53.2	59.7	71.0	28.3	30.9	43.2	49.3	28.1	40.5	48.3	50.0
Definitely	36.0	32.2	41.2	46.3	61.6	18.9	18.8	32.6	39.2	23.7	32.1	38.2	36.7
Might change	9.6	8.1	12.0	13.4	9.4	9.4	12.1	10.6	10.1	4.4	8.4	10.1	13.3
Lean toward	* 4.3	4.4	4.0	4.0	5.1	2.9	10.3	3.0	5.1	2.2	4.6	4.2	3.3
Richard Richards	*33.4	37.2	26.2	26.5	10.3	52.0	23.6	35.7	29.4	51.9	39.8	29.6	32.2
Definitely	26.6	30.0	19.7	21.1	7.2	43.4	9.7	31.0	22.1	43.3	33.5	22.5	24.4
Might change	6.8	7.2	6.5	5.4	3.1	8.6	13.9	4.7	7.3	8.5	6.3	7.1	7.8
Lean toward	* 3.0	3.1	3.5	1.3	1.4	3.5	8.5	3.1	3.0	3.3	3.1	2.9	3.3
Don't know	*13.7	15.0	13.1	8.5	12.1	13.3	26.7	15.0	13.2	14.4	12.0	15.0	11.2
	*100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Continued...

Note: See introduction for explanation of population weights as applied to these tables.

In answer to the Questions: "If the election were being held today, for which of the following would you vote -- for United States Senator -- Kuchel or Richards?"

"(IF A CANDIDATE NAMED, ASK) Would you say you have definitely made up your mind to vote for Kuchel or Richards OR Would you say that depending upon circumstances you might change your mind before November?"

"(IF DON'T KNOW FOR WHOM YOU WILL VOTE, ASK) Do you lean toward Kuchel or Richards?"

	TOTAL	BY SEX		BY AGE			BY RACE		BY STANDARD OF LIVING	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	1641	800	841	695	685	261	1491	150	438	1203
Percent saying they will vote...	%	%	%	%	%	%	%	%	%	%
<u>FOR U.S. SENATOR</u>										
Thomas H. Kuchel	*45.6	49.9	41.5	40.2	48.1	52.7	47.9	22.2	53.0	43.0
Definitely	36.0	40.3	31.9	28.7	40.0	44.1	38.1	14.5	42.3	33.8
Might change	9.6	9.6	9.6	11.5	8.1	8.6	9.8	7.7	10.7	9.2
Lean toward	* 4.3	3.1	5.3	3.9	5.7	1.6	3.9	8.7	5.2	4.0
Richard Richards	*33.4	32.9	33.8	37.3	30.3	31.2	32.0	46.3	27.6	35.3
Definitely	26.6	26.1	27.0	28.3	25.0	26.0	25.4	37.7	21.0	28.4
Might change	6.8	6.8	6.8	9.0	5.3	5.2	6.6	8.6	6.6	6.9
Lean toward	* 3.0	3.1	3.0	4.6	2.0	1.6	2.4	9.1	2.4	3.2
Don't know	*13.7	11.0	16.4	14.0	13.9	12.9	13.8	13.7	11.8	14.5
	*100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: See introduction for explanation of population weights as applied to these tables.

In answer to the Questions: "If the election were being held today, for which of the following would you vote -- for Secretary of State-- Jordan or Rose?"

"(IF A CANDIDATE NAMED, ASK) Would you say you have definitely made up your mind to vote for Jordan or Rose OR Would you say that depending upon circumstances you might change your mind before November?"

"(IF DON'T KNOW FOR WHOM YOU WILL VOTE, ASK) Do you lean toward Jordan or Rose?"

	TOTAL	BY AREA			BY REGISTRATION			BY RELIGION			BY UNION AFFILIATION		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non-Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying they will vote...	%	%	%	%	%	%	%	%	%	%	%	%	%
<u>FOR SECRETARY OF STATE</u>													
Frank M. Jordan	*36.0	33.4	35.7	50.3	58.4	20.9	21.2	29.6	40.7	21.5	29.9	40.0	28.9
Definitely	27.0	25.1	25.1	40.6	46.8	14.3	8.5	22.6	30.8	13.7	21.8	30.5	18.9
Might change	9.0	8.3	10.6	9.7	11.6	6.6	12.7	7.0	9.9	7.8	8.1	9.5	10.0
Lean toward	* 4.8	5.1	4.7	3.4	5.5	4.2	6.1	5.2	5.0	3.0	6.1	4.3	2.2
Don Rose	*21.2	21.9	19.7	20.5	6.2	34.5	5.5	23.9	17.5	37.8	26.6	18.2	18.9
Definitely	16.4	17.5	14.0	15.1	4.1	27.3	4.3	16.0	13.8	33.0	20.4	14.2	13.3
Might change	4.8	4.4	5.7	5.4	2.1	7.2	1.2	7.9	3.7	4.8	6.2	4.0	5.6
Lean toward	* 3.2	3.1	3.1	3.7	2.1	4.1	3.0	5.7	2.3	3.0	4.7	2.2	3.3
Don't know	*34.8	36.5	36.8	22.1	27.8	36.3	64.2	35.6	34.5	34.7	32.7	35.3	46.7
	*100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Continued...

Note: See introduction for explanation of population weights as applied to these tables.

In answer to the Questions: "If the election were being held today, for which of the following would you vote -- for Secretary of State-- Jordan or Rose?"

"(IF A CANDIDATE NAMED, ASK) Would you say you have definitely made up your mind to vote for Jordan or Rose OR Would you say that depending upon circumstance you might change your mind before November?"

"(IF DON'T KNOW FOR WHOM YOU WILL VOTE, ASK) Do you lean toward Jordan or Rose?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying they will vote...	%	%	%	%	%	%	%	%	%	%
<u>FOR SECRETARY OF STATE</u>										
Frank M. Jordan	*36.0	42.4	29.9	28.0	39.4	47.5	37.9	16.3	46.3	32.5
Definitely	27.0	30.8	23.4	19.2	28.0	40.0	28.8	8.6	36.9	23.6
Might change	9.0	11.6	6.5	8.9	9.6	7.5	9.1	7.7	9.4	8.9
Lean toward	* 4.8	5.0	4.7	6.0	4.7	2.1	4.5	8.2	5.2	4.7
Don Rose	*21.2	19.7	22.7	21.5	19.9	24.2	21.2	21.3	18.0	22.3
Definitely	16.4	15.2	17.6	15.6	16.3	19.0	16.4	16.8	12.3	17.8
Might change	4.8	4.5	5.1	5.9	3.6	5.2	4.8	4.5	5.7	4.5
Lean toward	* 3.2	2.7	3.6	4.0	3.0	1.3	2.8	6.8	1.9	3.6
Don't know	*34.8	30.2	39.1	40.4	33.0	24.9	33.6	47.4	28.6	36.9
	*100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: See introduction for explanation of population weights as applied to these tables.

In answer to the Questions: "If the election were being held today, for which of the following would you vote -- for Treasurer of State -- Betts or Busterud?"

"(IF A CANDIDATE NAMED, ASK) Would you say you have definitely made up your mind to vote for Betts or Busterud OR Would you say that depending upon circumstances you might change your mind before November?"

"(IF DON'T KNOW FOR WHOM YOU WILL VOTE, ASK) Do you lean toward Betts or Busterud?"

	<u>TOTAL</u>	<u>BY AREA</u>			<u>BY REGISTRATION</u>			<u>BY RELIGION</u>			<u>BY UNION AFFILIATION</u>		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non- Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying they will vote...	%	%	%	%	%	%	%	%	%	%	%	%	%
<u>FOR TREASURER OF STATE</u>													
Bert A. Betts	*30.9	31.2	25.9	38.3	12.0	47.7	10.9	35.2	27.2	43.3	37.1	27.7	23.3
Definitely	23.0	23.4	17.7	30.5	6.1	37.9	6.1	25.4	20.2	34.1	26.9	20.8	21.1
Might change	7.9	7.8	8.2	7.7	5.9	9.8	4.8	9.8	7.0	9.2	10.2	6.9	2.2
Lean toward	* 4.1	4.0	3.6	5.4	1.3	6.2	3.6	5.2	4.0	2.2	6.2	3.1	-
John A. Busterud	*21.8	20.3	26.2	21.5	45.2	5.3	12.1	15.0	25.5	14.5	14.5	25.5	30.0
Definitely	16.9	17.2	17.5	14.1	37.1	2.8	7.3	9.9	20.5	10.0	10.8	20.1	20.0
Might change	4.9	3.1	8.7	7.4	8.1	2.5	4.8	5.1	5.0	4.5	3.7	5.4	10.0
Lean toward	* 3.7	3.0	5.3	4.7	6.7	1.4	4.8	3.8	4.0	1.9	3.9	3.9	-
Don't know	*39.5	41.4	39.0	30.1	34.8	39.4	68.6	40.8	39.3	38.1	38.3	39.8	46.7
	*100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Continued...

Note: See introduction for explanation of population weights as applied to these tables.

In answer to the Questions: "If the election were being held today, for which of the following would you vote -- for Treasurer of State -- Betts or Busterud?"

"(IF A CANDIDATE NAMED, ASK) Would you say you have definitely made up your mind to vote for Betts or Busterud OR Would you say that depending upon circumstances you might change your mind before November?"

"(IF DON'T KNOW FOR WHOM YOU WILL VOTE, ASK) Do you lean toward Betts or Busterud?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying they will vote...	%	%	%	%	%	%	%	%	%	%
<u>FOR TREASURER OF STATE</u>										
Bert A. Betts	*30.9	34.0	27.9	32.0	29.7	31.1	30.8	31.8	28.7	31.6
Definitely	23.0	23.8	22.3	22.8	22.4	24.9	22.9	24.1	20.8	23.7
Might change	7.9	10.2	5.6	9.2	7.2	6.2	7.9	7.7	7.9	7.9
Lean toward	* 4.1	3.9	4.3	4.6	3.9	3.4	3.8	6.8	2.4	4.7
John A. Busterud	*21.8	22.5	21.1	16.6	24.1	29.1	23.1	7.7	31.7	18.4
Definitely	16.9	16.7	16.9	11.7	19.0	24.4	17.9	5.9	25.2	14.0
Might change	4.9	5.8	4.2	4.8	5.1	4.7	5.2	1.8	6.5	4.4
Lean toward	* 3.7	3.8	3.7	4.2	3.6	2.9	3.6	5.0	4.7	3.4
Don't know	*39.5	35.8	43.0	42.0	38.7	33.5	38.7	48.7	32.5	41.9
	<u>*100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Note: See introduction for explanation of population weights as applied to these tables.

In answer to the Questions: "If the election were being held today, for which of the following would you vote -- for Controller of State -- Cranston or Reagan?"

"(IF A CANDIDATE NAMED, ASK) Would you say you have definitely made up your mind to vote for Cranston or Reagan OR Would you say that depending upon circumstances you might change your mind before November?"

"(IF DON'T KNOW FOR WHOM YOU WILL VOTE, ASK) Do you lean toward Cranston or Reagan?"

	<u>TOTAL</u>	<u>BY AREA</u>			<u>BY REGISTRATION</u>			<u>BY RELIGION</u>			<u>BY UNION AFFILIATION</u>		
		Southern Counties	Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non-Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying they will vote...	%	%	%	%	%	%	%	%	%	%	%	%	%
<u>FOR CONTROLLER OF STATE</u>													
Alan Cranston	*34.9	31.0	37.5	51.0	16.5	51.7	12.1	40.4	30.2	51.1	41.2	31.5	28.9
Definitely	26.7	23.8	27.3	41.0	11.2	40.7	8.5	31.9	22.7	39.6	31.5	23.8	26.7
Might change	8.2	7.2	10.2	10.0	5.3	11.0	3.6	8.5	7.5	11.5	9.7	7.7	2.2
Lean toward	* 4.4	4.4	4.9	3.0	2.5	5.8	5.5	3.8	4.8	2.6	5.5	4.0	-
Bruce V. Reagan	*22.3	24.1	17.3	22.2	44.5	6.5	14.5	17.6	26.0	10.7	16.4	25.8	22.2
Definitely	16.6	19.1	10.6	15.2	35.2	4.0	5.5	11.0	20.6	5.5	10.6	20.5	12.2
Might change	5.7	5.0	6.7	7.0	9.3	2.5	9.0	6.6	5.4	5.2	5.8	5.3	10.0
Lean toward	* 2.6	2.3	3.8	2.3	4.3	1.1	4.8	2.8	2.9	.7	2.1	3.1	-
Don't know	*35.8	38.2	36.5	21.5	32.2	34.9	63.1	35.4	36.1	34.9	34.8	35.6	48.9
	<u>*100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Continued...

Note: See introduction for explanation of population weights as applied to these tables.

In answer to the Questions: "If the election were being held today, for which of the following would you vote -- for Controller of State -- Cranston or Reagan?"

"(IF A CANDIDATE NAMED, ASK) Would you say you have definitely made up your mind to vote for Cranston or Reagan OR Would you say that depending upon circumstances you might change your mind before November?"

"(IF DON'T KNOW FOR WHOM YOU WILL VOTE, ASK) Do you lean toward Cranston or Reagan?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying they will vote...	%	%	%	%	%	%	%	%	%	%
<u>FOR CONTROLLER OF STATE</u>										
Alan Cranston	*34.9	37.6	32.3	35.5	34.3	35.1	34.6	38.2	36.5	34.4
Definitely	26.7	28.1	25.4	26.6	25.8	29.4	26.3	30.5	26.6	26.7
Might change	8.2	9.5	6.9	8.9	8.5	5.7	8.3	7.7	9.9	7.7
Lean toward	* 4.4	4.3	4.4	4.9	4.6	2.0	3.9	9.1	3.4	4.7
Bruce V. Reagan	*22.3	22.7	21.9	18.6	23.8	28.1	23.8	6.8	29.5	19.8
Definitely	16.6	16.3	16.9	12.6	18.3	22.9	17.7	5.5	24.2	14.1
Might change	5.7	6.4	5.0	6.0	5.5	5.2	6.1	1.3	5.3	5.7
Lean toward	* 2.6	2.4	2.9	2.9	2.9	1.3	2.8	1.4	2.8	2.6
Don't know	*35.8	33.0	38.5	38.1	34.4	33.5	34.9	44.5	27.8	38.5
	<u>*100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Note: See introduction for explanation of population weights as applied to these tables.

In answer to the Question: "What is your main reason for voting for Brown?"

	TOTAL	BY AREA			BY REGISTRATION			BY RELIGION			BY UNION AFFILIATION		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Non-Member	Member	Refused
Number of respondents saying they will vote for Brown...	<u>780</u>	<u>349</u>	<u>283</u>	<u>148</u>	<u>63</u>	<u>681</u>	<u>36</u>	<u>240</u>	<u>419</u>	<u>121</u>	<u>356</u>	<u>398</u>	<u>26</u>
Percent saying their main reason is...	%	%	%	%	%	%	%	%	%	%	%	%	%
He's a good governor/pleased with present administration	32.4	34.1	27.2	34.4	29.0	33.4	18.7	33.7	34.0	24.3	31.6	33.3	29.0
Best man for the job/better qualified/more capable than Nixon	20.5	20.0	18.0	27.0	20.9	20.6	16.7	23.2	20.4	15.0	23.8	18.2	10.5
He's a Democrat/I'll go along with my party	20.3	21.5	20.8	13.5	-	23.9	4.2	19.3	20.6	21.4	21.6	19.2	18.4
Don't like Nixon	17.4	14.3	25.4	16.9	33.7	15.8	22.9	14.7	18.2	20.2	14.7	19.2	26.3
He's for the working man/friend of union labor	6.7	6.6	4.6	11.5	4.7	6.6	12.5	4.0	8.1	7.5	6.7	6.5	10.5
He has state's interest at heart/Nixon just using Governorship as stepping-stone to White House	6.1	5.2	5.3	12.2	5.8	6.0	8.3	6.8	5.5	6.9	5.5	6.5	7.9
He's the lesser of two evils	4.0	3.7	6.0	1.4	4.7	3.6	10.4	2.8	3.8	6.9	3.3	4.8	-
He's honest/sincere/has many personal qualities/appealing personality	3.6	3.2	6.0	1.3	9.3	3.1	4.2	5.4	2.0	5.8	2.0	5.0	5.3
He's a Catholic	.3	.3	.4	-	1.2	.2	-	.6	.2	-	.6	-	-
Other	2.4	2.0	3.9	1.4	2.3	2.4	2.1	1.7	2.5	3.5	2.0	2.8	2.6
Don't know	<u>5.6</u>	<u>5.7</u>	<u>3.5</u>	<u>8.8</u>	<u>5.8</u>	<u>5.1</u>	<u>14.6</u>	<u>5.1</u>	<u>4.6</u>	<u>9.8</u>	<u>5.7</u>	<u>5.9</u>	<u>-</u>
	119.3	116.6	121.1	128.4	118.6	119.5	114.6	117.3	119.9	121.3	117.5	121.4	110.5

Continued...

Sums of the columns exceed 100% and the base because of multiple answers.

In answer to the Question: "What is your main reason for voting for Brown?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents saying they will vote for Brown	<u>780</u>	<u>388</u>	<u>392</u>	<u>376</u>	<u>292</u>	<u>112</u>	<u>664</u>	<u>116</u>	<u>169</u>	<u>611</u>
Percent saying their main reason is...	%	%	%	%	%	%	%	%	%	%
He's a good governor/pleased with present administration	32.4	38.1	26.8	29.7	32.0	42.4	31.4	38.6	38.4	30.9
Best man for the job/better qualified/more capable than Nixon	20.5	21.0	19.9	17.0	22.2	27.3	22.0	11.4	24.1	19.6
He's a Democrat/I'll go along with my party	20.3	20.5	20.1	22.7	18.0	18.2	18.6	30.1	13.4	22.0
Don't like Nixon	17.4	14.6	20.2	21.1	16.3	8.5	18.9	9.0	23.7	15.9
He's for the working man/friend of union labor	6.7	6.8	6.7	5.8	6.8	9.7	5.7	12.8	4.9	7.2
He has state's interest at heart/Nixon just using Governorship as stepping-stone to White House	6.1	5.7	6.5	6.7	4.7	7.9	6.3	4.8	5.4	6.4
He's the lesser of two evils	4.0	4.3	3.7	5.6	2.6	2.5	4.3	2.4	2.2	4.4
He's honest/sincere/has many personal qualities/appealing personality	3.6	1.8	5.4	3.4	3.7	4.2	3.6	3.6	4.0	3.5
He's a Catholic	.3	.4	.2	-	.7	-	.3	-	-	.3
Other	2.4	2.9	1.9	2.2	2.3	3.0	2.6	1.2	1.8	2.5
Don't know	<u>5.6</u>	<u>3.9</u>	<u>7.2</u>	<u>4.3</u>	<u>7.7</u>	<u>4.2</u>	<u>5.7</u>	<u>4.8</u>	<u>2.2</u>	<u>6.4</u>
	119.3	120.0	118.6	118.5	117.0	127.9	119.4	118.7	120.1	119.1

Sums of the columns exceed 100% and the base because of multiple answers.

In answer to the Question: "In the campaign so far, what do you think are the points that have helped Governor Brown the most?"

	TOTAL	BY SEX		BY AGE			BY RACE		BY STANDARD OF LIVING	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	1641	800	841	695	685	261	1491	150	438	1203
Percent saying points helping Brown most are...	%	%	%	%	%	%	%	%	%	%
Good record/doing a good job so far/experienced/incumbent has the advantage	22.5	25.5	19.7	24.6	21.5	19.7	23.0	17.7	23.7	22.1
Nothing good to speak of	13.7	12.3	15.0	14.0	12.4	16.1	14.4	5.4	16.7	12.6
Has many personal qualities/fine man/dedicated	9.7	10.5	9.0	10.3	8.9	10.6	9.0	17.3	6.8	10.7
His stand on the water problem/program for bringing water to California	9.2	12.7	5.9	6.7	10.0	13.5	9.9	2.3	9.1	9.3
Nixon as his opponent/better than Nixon/Nixon no real opposition	6.3	7.4	5.3	7.9	6.1	2.9	6.7	2.7	9.3	5.3
Kennedy's backing/Democrat in White House	5.4	4.1	6.7	6.7	5.0	3.1	5.4	6.0	4.7	5.7
His stand on the labor issue/pro-labor/for the working man/labor is helping him	4.2	5.3	3.0	3.4	5.0	3.9	4.0	5.9	3.9	4.2
His stand on medicare/campaigning for Medicare	3.8	4.2	3.4	4.1	3.3	4.4	4.0	1.8	3.1	4.0
His educational program/doing a lot for better education in California	2.6	2.4	2.8	3.0	2.1	2.6	2.7	1.4	1.3	3.0
Other	9.2	9.5	9.0	9.6	9.5	7.6	9.1	10.0	12.2	8.3
Don't know	28.1	23.9	32.2	25.8	28.8	32.7	27.0	39.5	24.0	29.6
	114.7	117.8	112.0	116.1	112.6	117.1	115.2	110.0	114.8	114.8

Sums of the columns exceed 100% and the base because of multiple answers.

In answer to the Question: "In the campaign so far, what do you think are the points that have helped Governor Brown the most?"

	<u>TOTAL</u>	<u>BY AREA</u>			<u>BY REGISTRATION</u>			<u>BY RELIGION</u>			<u>BY UNION AFFILIATION</u>		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Non- Member	Non- Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying points helping Brown most are...	%	%	%	%	%	%	%	%	%	%	%	%	%
Good record/doing a good job so far/experienced/incumbent has the advantage	22.5	22.9	20.8	23.5	16.5	28.1	15.2	25.3	21.3	23.7	22.5	22.5	22.2
Nothing good to speak of	13.7	13.7	13.1	14.4	23.4	6.9	9.1	9.0	15.9	10.4	11.8	15.0	9.9
Has many personal qualities/ fine man/dedicated	9.7	10.5	8.7	7.7	4.6	14.0	6.7	12.4	7.6	16.7	11.5	8.7	8.9
His stand on the water problem/ program for bringing water to California	9.2	9.3	6.6	14.1	6.6	11.8	4.8	8.9	8.6	13.3	10.7	8.4	6.7
Nixon as his opponent/better than Nixon/Nixon no real opposition	6.3	5.9	5.8	9.4	4.6	7.8	4.8	7.7	5.2	10.0	6.0	6.2	5.6
Kennedy's backing/Democrat in White House	5.4	5.2	5.8	6.0	6.4	4.8	4.8	4.5	5.9	4.4	4.5	5.9	7.8
His stand on the labor issue/ pro-labor/for the working man/labor is helping him	4.2	4.0	4.0	5.0	3.8	4.4	5.5	3.5	4.3	4.8	5.7	3.3	3.3
His stand on medicare/campaign- ing for Medicare	3.8	3.0	4.0	7.4	2.4	4.5	6.0	4.0	3.5	4.8	4.0	3.6	4.4
His educational program/doing a lot for better education in California	2.6	2.6	2.0	3.4	1.0	3.7	3.0	2.2	2.5	3.7	4.2	1.7	1.1
Other	9.2	8.3	9.8	13.1	9.4	9.2	8.5	8.7	9.6	8.1	9.6	9.0	9.9
Don't know	<u>28.1</u>	<u>27.3</u>	<u>34.8</u>	<u>20.5</u>	<u>28.9</u>	<u>26.0</u>	<u>40.0</u>	<u>29.3</u>	<u>28.7</u>	<u>22.6</u>	<u>26.0</u>	<u>29.6</u>	<u>26.7</u>
	<u>114.7</u>	<u>112.7</u>	<u>115.4</u>	<u>124.5</u>	<u>107.6</u>	<u>121.2</u>	<u>108.4</u>	<u>115.5</u>	<u>113.1</u>	<u>122.5</u>	<u>117.1</u>	<u>113.9</u>	<u>106.5</u>

Continued...

Sums of the columns exceed 100% and the base because of multiple answers.

In answer to the Question: "What are the points which have done Governor Brown the most harm?"

	TOTAL	BY AREA			BY REGISTRATION			BY RELIGION			BY UNION AFFILIATION		
		Southern Counties	Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non-Member	Refused
Number of respondents	1641	794	549	298	652	876	113	388	1063	190	609	968	64
Percent saying points doing Brown the most harm are...	%	%	%	%	%	%	%	%	%	%	%	%	%
His stand on capital punishment/ the Chessman case	17.4	17.1	14.4	24.5	17.5	17.8	13.9	18.6	17.3	15.2	17.1	17.6	17.7
His stand on miscellaneous issues - narcotics, water, taxes, medicare, C.D.C.	16.8	20.6	8.7	10.7	20.7	14.0	15.8	12.9	18.9	12.2	14.7	17.7	21.1
Indecisive/wishy washy/ hedges on important issues/ sways with public opinion	13.5	12.8	15.9	12.8	18.0	10.5	10.9	10.8	14.5	13.7	10.6	15.4	11.1
Poor administrator/doesn't keep campaign promises/doesn't run state well/has too many departments/spends money unwisely	13.1	13.5	10.9	14.8	21.4	7.1	10.9	9.9	15.1	7.8	8.6	15.7	13.3
Nothing bad to speak of	11.1	12.0	8.6	11.1	5.4	15.6	9.7	11.0	11.2	10.3	13.7	9.9	5.6
Poor conduct/unappealing personality	3.6	3.9	2.5	4.4	5.1	2.6	3.0	3.3	3.5	4.8	2.5	4.4	2.2
Mud-slinging/unduly critical/ smear campaign against Nixon	2.4	2.7	1.7	2.3	2.8	1.8	4.8	2.4	2.1	4.1	2.1	2.5	3.3
Connection with union leaders/ backed by the unions/sides with unions	1.6	1.8	.7	2.0	2.2	1.0	2.4	2.1	1.4	1.5	1.7	1.6	-
His stand on the Senate Reapportionment bill	.5	.8	.1	.3	1.0	.1	1.8	.3	.8	-	.6	.6	-
Other	8.0	7.8	7.6	9.7	7.8	7.7	11.5	7.2	7.5	12.6	8.6	7.4	13.3
Don't know	27.4	24.5	37.6	24.2	20.9	32.2	29.1	33.1	24.8	31.1	29.2	26.6	22.3
	115.4	117.5	108.7	116.8	122.8	110.4	113.9	111.6	117.1	113.3	109.4	119.4	109.9

Continued...

Sums of the columns exceed 100% and the base because of multiple answers.

In answer to the Question: "What are the points which have done Governor Brown the most harm?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying points doing Brown the most harm are...	%	%	%	%	%	%	%	%	%	%
His stand on capital punishment/ the Chessman case	17.4	19.2	15.7	16.1	19.1	16.6	18.1	10.9	21.1	16.2
His stand on miscellaneous issues - narcotics, water, taxes, medicare, G.D.C.	16.8	16.2	17.3	15.4	18.2	16.4	17.6	8.6	20.0	15.7
Indecisive/wishy washy/ hedges on important issues/ sways with public opinion	13.5	16.1	11.1	14.2	13.3	12.2	14.3	5.5	15.6	12.8
Poor administrator/doesn't keep campaign promises/doesn't run state well/has too many departments/spends money unwisely	13.1	15.1	11.1	14.2	13.1	9.9	13.9	5.0	14.9	12.4
Nothing bad to speak of	11.1	10.7	11.4	11.5	9.8	13.2	10.4	18.2	8.3	12.0
Poor conduct/unappealing personality	3.6	3.8	3.5	3.9	3.8	2.6	3.7	2.7	4.4	3.4
Mud-slinging/unduly critical/ smear campaign against Nixon	2.4	1.9	2.9	3.2	1.5	2.6	2.5	1.4	2.9	2.2
Connection with union leaders/ backed by the unions/sides with unions	1.6	2.0	1.1	.8	2.7	.5	1.6	.9	1.3	1.6
His stand on the Senate Reapportionment bill	.5	1.1	.1	.2	1.0	.5	.5	.9	1.5	.3
Other	8.0	8.1	7.9	9.2	7.1	7.3	8.3	5.0	8.3	7.9
Don't know	<u>27.4</u>	<u>23.1</u>	<u>31.5</u>	<u>24.9</u>	<u>27.4</u>	<u>34.3</u>	<u>25.8</u>	<u>44.1</u>	<u>22.5</u>	<u>29.1</u>
	115.4	117.3	113.6	113.6	117.0	116.1	116.7	103.2	120.8	113.6

Sums of the columns exceed 100% and the base because of multiple answers.

In answer to the Question: "What is your main reason for voting for Nixon?"

	TOTAL	BY AREA			BY REGISTRATION			BY RELIGION			BY UNION AFFILIATION		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non-Member	Refused
Number of respondents saying they will vote for Nixon	689	365	208	116	540	110	39	106	536	47	184	474	31
Percent saying their main reason is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Best man for the job/better qualified/more capable than Brown	37.0	35.9	42.8	33.7	37.8	32.5	39.7	32.2	37.0	48.5	42.4	34.9	40.5
He was a good Vice-President/experienced in national government	20.7	21.0	18.8	21.6	21.1	18.0	22.2	29.8	18.7	24.2	19.2	21.0	26.2
He's a Republican/I'll go along with my party	13.8	15.0	9.1	13.8	17.0		9.6	14.6	13.6	13.6	11.8	14.7	9.5
Don't like Brown	12.6	11.6	14.0	17.2	11.4	20.3	6.3	8.9	14.0	4.5	15.1	12.3	2.4
He's honest/sincere/has many personal qualities/appealing personality	11.7	11.8	13.0	8.7	12.2	8.7	12.7	12.0	11.8	9.1	12.6	11.8	4.8
He's conservative/agree with his policies	10.7	9.3	10.6	19.9	10.9	8.1	15.8	10.8	11.1	6.1	10.7	10.7	11.9
We need a change of government. He has the state's interest at heart/he's a native son/knows California's problems	6.7	6.6	7.2	6.8	5.0	15.1	6.3	4.4	7.0	9.1	8.5	6.2	4.8
He's the lesser of two evils	4.6	5.0	3.3	4.3	4.9	4.6	-	1.9	5.3	1.5	4.4	4.4	7.1
He's a Protestant/a Quaker	3.2	3.0	3.3	4.3	2.7	6.4	1.6	4.4	3.1	1.5	2.2	3.6	2.4
Other	1.2	1.3	-	2.5	1.4	.6	-	1.2	1.3	-	1.1	.9	7.1
Don't know	.7	.6	.9	.8	.5	1.8	-	-	.8	-	-	.9	-
	3.4	3.2	3.9	3.4	3.1	3.0	8.0	3.8	3.0	7.6	4.1	3.4	-
	126.3	124.3	126.9	137.0	128.0	119.1	122.2	124.0	126.7	125.7	132.1	124.8	116.7

Sums of the columns exceed 100% and the base because of multiple answers.

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Continued...

In answer to the Question: "What is your main reason for voting for Nixon?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents saying they will vote for Nixon	<u>689</u>	<u>332</u>	<u>357</u>	<u>257</u>	<u>320</u>	<u>112</u>	<u>666</u>	<u>23</u>	<u>227</u>	<u>462</u>
Percent saying their main reason is...	%	%	%	%	%	%	%	%	%	%
Best man for the job/better qualified/more capable than Brown	37.0	37.9	36.2	33.4	36.5	46.3	36.8	42.1	34.6	38.1
He was a good Vice-President/experienced in national government	20.7	20.8	20.6	18.0	21.9	23.4	20.2	34.2	20.3	20.9
He's a Republican/I'll go along with my party	13.8	14.6	13.0	14.9	10.4	20.6	14.3	-	10.1	15.4
Don't like Brown	12.6	13.1	12.1	15.7	11.8	8.0	12.8	7.9	14.0	11.9
He's honest/sincere/has many personal qualities/appealing personality	11.7	8.4	14.6	8.2	11.8	18.9	11.7	10.6	14.3	10.4
He's conservative/agree with his policies	10.7	10.8	10.7	15.7	8.6	5.7	10.4	18.4	12.5	9.9
We need a change of government	6.7	6.8	6.7	7.2	6.9	5.1	6.7	7.9	7.8	6.3
He has the state's interest at heart/he's a native son/knows California's problems	4.6	2.8	6.1	4.9	4.5	4.0	4.6	2.6	3.9	4.9
He's the lesser of two evils	3.2	1.8	4.5	3.3	3.5	2.3	3.3	-	3.9	2.9
He's a Protestant/a Quaker	1.2	1.4	1.1	1.3	1.2	1.1	1.3	-	.9	1.4
Other	.7	.4	.9	.5	.8	.6	.7	-	1.2	.4
Don't know	3.4	4.8	2.2	3.1	4.5	1.1	3.4	2.6	2.7	3.8
	<u>126.3</u>	<u>123.6</u>	<u>128.7</u>	<u>126.2</u>	<u>122.4</u>	<u>137.1</u>	<u>126.2</u>	<u>126.3</u>	<u>126.2</u>	<u>126.3</u>

Sums of the columns exceed 100% and the base because of multiple answers.

In answer to the Question: "In the campaign so far, what do you think are the points that have helped Richard Nixon the most?"

	<u>TOTAL</u>	<u>BY AREA</u>			<u>BY REGISTRATION</u>			<u>BY RELIGION</u>			<u>BY UNION AFFILIATION</u>		
		Southern Counties	Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Non- Member	Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying points helping Nixon most are...	%	%	%	%	%	%	%	%	%	%	%	%	%
Good record/experience as Vice- President/candidate for President/known national and foreign problems	34.0	37.2	26.1	32.2	46.3	26.5	21.2	31.4	35.7	30.0	30.9	36.2	27.8
Nothing good to speak of	16.5	15.6	15.7	22.8	7.1	24.3	12.2	19.7	15.0	18.5	21.2	14.0	11.1
Native son of California/known California's problems/inter- ested in the state	6.0	7.6	3.1	2.7	8.2	5.0	.6	6.3	6.0	5.2	5.5	6.5	2.2
Has many personal qualities/fine man/good attitude and approach/ not a mud-slinger	6.0	7.2	3.8	3.7	10.6	1.9	10.9	4.9	6.6	4.8	4.0	6.9	10.0
Eisenhower's backing/support from other leaders	4.7	4.9	4.4	4.4	3.6	6.0	1.8	6.1	3.9	6.7	5.7	4.1	5.6
Fights against communism/known communist problem/Alger Hiss case	3.7	4.3	2.5	2.3	6.5	1.5	4.3	1.9	4.5	2.6	2.6	4.1	6.7
His stand on miscellaneous issues-narcotics	3.6	3.1	4.0	5.0	4.7	2.7	3.6	3.7	3.7	2.6	2.9	4.1	2.2
Good administrative ability	3.6	3.5	4.4	2.3	5.8	1.9	3.0	3.1	3.7	3.7	2.5	4.1	5.6
His stand against the John Birch Society	1.9	2.1	1.3	2.0	1.7	2.0	2.4	1.2	1.7	4.8	2.3	1.8	1.1
Brown as his opponent/better than Brown/ready for a change of Governor	1.7	2.0	1.0	1.3	2.0	1.4	2.4	1.5	1.9	.7	1.4	2.0	1.1
Other	7.3	7.1	8.6	6.4	7.1	7.4	7.9	5.5	7.2	11.8	7.6	7.1	7.8
Don't know	<u>25.0</u>	<u>21.9</u>	<u>34.9</u>	<u>23.2</u>	<u>19.3</u>	<u>28.2</u>	<u>34.5</u>	<u>25.3</u>	<u>24.8</u>	<u>25.6</u>	<u>24.2</u>	<u>25.0</u>	<u>33.2</u>
	114.0	116.5	109.8	108.3	122.9	108.7	104.8	110.6	114.7	117.0	110.8	115.9	114.4

Continued...

Sums of the columns exceed 100% and the base because of multiple answers.

In answer to the Question: "In the campaign so far, what do you think are the points that have helped Richard Nixon the most?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying points helping Nixon most are...	%	%	%	%	%	%	%	%	%	%
Good record/experience as Vice-President/candidate for President/ knows national and foreign problems	34.0	33.2	35.0	37.1	31.3	32.9	35.6	19.1	34.0	34.0
Nothing good to speak of	16.5	17.5	15.6	17.3	16.3	15.1	16.1	20.5	16.3	16.6
Native son of California/ knows California's problems/ interested in the state	6.0	5.9	6.0	5.7	6.3	5.7	6.1	4.1	6.2	5.9
Has many personal qualities/ fine man/ good attitude and approach/ not a mud-slinger	6.0	5.5	6.5	4.6	6.4	8.6	6.3	2.7	5.7	6.1
Eisenhower's backing/support from other leaders	4.7	6.3	3.2	5.4	4.3	3.9	4.8	4.1	4.1	4.9
Fights against communism/ knows communist problem/ Alger Hiss case	3.7	3.9	3.4	2.5	4.9	3.4	3.8	1.8	4.1	3.5
His stand on miscellaneous issues-narcotics	3.6	3.7	3.4	3.8	3.7	2.9	3.9	.5	5.7	2.9
Good administrative ability	3.6	4.0	3.2	3.8	3.5	3.4	3.9	.5	3.9	3.5
His stand against the John Birch Society	1.9	2.5	1.4	1.8	2.4	1.0	1.9	1.8	2.4	1.8
Brown as his opponent/ better than Brown/ ready for a change of Governor	1.7	2.0	1.4	1.7	2.4	-	1.8	.9	3.7	1.0
Other	7.3	7.6	7.0	8.3	6.8	6.0	7.4	5.9	7.3	7.3
Don't know	<u>25.0</u>	<u>22.8</u>	<u>27.1</u>	<u>21.9</u>	<u>25.4</u>	<u>32.2</u>	<u>23.1</u>	<u>45.4</u>	<u>21.2</u>	<u>26.3</u>
	<u>114.0</u>	<u>114.9</u>	<u>113.2</u>	<u>113.9</u>	<u>113.7</u>	<u>115.1</u>	<u>114.7</u>	<u>107.3</u>	<u>114.6</u>	<u>113.8</u>

Sums of the columns exceed 100% and the base because of multiple answers.

In answer to the Question: "What are the points which have done Richard Nixon the most harm?"

	TOTAL	BY AREA			BY REGISTRATION			BY RELIGION			BY UNION AFFILIATION		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non-Member	Refused
Number of respondents	1641	794	549	298	652	876	113	388	1063	190	609	968	64
Percent saying points doing Nixon most harm are...	%	%	%	%	%	%	%	%	%	%	%	%	%
Mud-slinging/smear campaign tactics/calls everybody a communist	9.8	8.4	9.7	17.4	8.0	11.4	8.5	8.5	10.4	9.3	9.1	10.3	7.8
Poor record/disliked his actions as Vice-President/hurt country in his trip to South America/lost presidential election	9.7	10.5	8.2	8.1	8.2	10.6	10.9	12.2	8.4	11.9	9.5	9.7	11.1
Indecisive/evasive/contradictory/double-talker	8.5	8.8	4.7	14.1	5.6	11.2	5.5	10.3	7.5	10.7	11.0	7.1	7.8
Republican party is split/no internal unity/fight with Shell and other Republicans	8.1	9.9	4.9	4.7	12.7	4.7	8.5	5.4	9.2	7.8	8.2	8.4	3.3
Unappealing personality/unpopular	7.2	7.6	6.0	7.4	6.5	7.7	7.9	10.5	5.8	8.1	7.6	6.9	6.7
Using the Governorship as a stepping-stone to the White House/really wants to be President	5.7	5.2	5.8	8.4	5.0	5.9	8.5	6.6	5.3	6.3	5.1	6.0	6.7
Dishonest tactics/making "deals" with opponents/buying people off	4.4	4.4	4.2	5.0	3.2	5.6	3.0	3.1	4.1	9.3	4.2	4.8	-
Insincere/tricky/can't trust him	4.1	3.5	5.1	5.0	1.8	5.9	2.4	3.5	3.7	7.4	4.5	3.7	5.6
No experience in state government	3.7	4.0	1.8	5.7	3.8	3.6	4.2	5.4	3.5	1.8	3.4	4.2	-
Other	16.8	12.8	17.8	9.4	17.5	16.7	13.3	12.9	17.9	18.1	16.1	16.8	23.3
Nothing bad to speak of	9.2	9.8	8.2	7.4	13.8	5.3	11.5	7.0	10.7	4.8	7.1	10.8	2.2
Don't know	24.5	21.8	32.1	24.8	22.5	25.6	28.5	25.4	24.6	21.5	25.9	23.6	27.8
	111.7	111.7	108.5	117.4	108.6	114.2	112.7	110.8	111.1	117.0	111.7	112.3	102.3

Sums of the columns exceed 100% and the base because of multiple answers.

Continued...

In answer to the Question: "What are the points which have done Richard Nixon the most harm?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying points doing Nixon most harm are...	%	%	%	%	%	%	%	%	%	%
Mud-slinging/smear campaign tactics/calls everybody a communist	9.8	9.8	9.8	11.4	9.1	7.7	10.0	7.7	11.5	9.3
Poor record/disliked his actions as Vice-President/hurt country in his trip to South America/lost presidential election	9.7	11.4	8.0	11.5	9.2	6.2	10.0	6.4	12.0	8.9
Indecisive/evasive/contradictory/double-talker	8.5	10.4	6.8	8.3	8.8	8.6	9.0	4.1	8.0	8.7
Republican party is split/no internal unity/fight with Shell and other Republicans	8.1	8.9	7.4	8.9	8.5	5.5	8.7	2.7	7.8	8.3
Unappealing personality/unpopular	7.2	6.3	8.1	8.5	6.9	4.2	6.6	12.7	6.7	7.3
Using the Governorship as a stepping-stone to the White House/really wants to be President	5.7	6.8	4.7	8.5	4.5	1.6	5.7	6.0	6.0	5.6
Dishonest tactics/making "deals" with opponents/buying people off	4.4	4.2	4.6	3.7	5.0	4.7	4.7	2.3	5.5	4.0
Insincere/tricky/can't trust him	4.1	5.1	3.1	5.0	3.3	3.6	4.0	4.5	4.6	3.9
No experience in state government	3.7	3.4	4.1	3.7	3.7	4.2	4.0	1.4	4.6	3.5
Other	16.8	18.7	14.9	16.4	16.6	18.1	17.7	7.7	17.8	16.4
Nothing bad to speak of	9.2	7.9	10.3	6.9	8.7	16.4	9.4	6.8	8.4	9.4
Don't know	<u>24.5</u>	<u>21.6</u>	<u>27.2</u>	<u>22.7</u>	<u>25.1</u>	<u>27.3</u>	<u>22.5</u>	<u>44.1</u>	<u>21.1</u>	<u>25.6</u>
	<u>111.7</u>	<u>114.5</u>	<u>109.0</u>	<u>115.5</u>	<u>109.4</u>	<u>108.1</u>	<u>112.3</u>	<u>106.4</u>	<u>114.0</u>	<u>110.9</u>

Sums of the columns exceed 100% and the base because of multiple answers.

In answer to the Questions: "Without considering your own party registration but thinking only of the problems California has today, which party do you feel is better able to solve these problems, the Republican or Democratic?"

"Pat Brown has accused Richard Nixon of being a candidate for Governor only in order to further his plans to be a candidate for the Presidency in 1964. Do you believe this charge by Brown or do you not believe it?"

"If Nixon ever said he would accept a draft to run for President in 1964 do you think that would cause him to lose a lot of his present support?"

	TOTAL	BY AREA			BY REGISTRATION			BY RELIGION			BY UNION AFFILIATION		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non-Member	Refused
Number of respondents	1641	794	549	298	652	876	113	388	1063	190	609	968	64
Percent saying party better able to solve state's problem is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Republican	37.4	38.8	32.8	38.6	79.8	6.6	28.5	24.7	44.7	21.5	25.2	44.1	46.7
Democratic	44.3	42.8	48.8	43.6	6.1	75.6	24.8	58.2	36.4	60.7	57.8	36.8	34.4
Don't know	18.3	18.4	18.4	17.8	14.1	17.8	46.7	17.1	18.9	17.8	17.0	19.1	18.9
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Percent saying they...	%	%	%	%	%	%	%	%	%	%	%	%	%
Believe charges	47.8	48.0	48.0	45.9	25.2	66.4	35.2	57.1	42.0	61.9	55.0	43.8	41.1
Do not believe charges	39.2	39.3	39.0	39.3	61.3	22.2	42.4	29.3	44.8	27.4	32.0	43.3	43.3
Don't know	13.0	12.7	13.0	14.8	13.5	11.4	22.4	13.6	13.2	10.7	13.0	12.9	15.6
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Percent saying Nixon accepting a Presidential draft in 1964...	%	%	%	%	%	%	%	%	%	%	%	%	%
Would cause him to lose a lot of his present support	54.5	53.3	54.1	61.4	50.3	58.6	46.6	54.4	53.9	58.2	55.4	55.0	36.7
Would not cause him to lose support	31.5	34.1	27.3	25.6	37.9	26.4	34.0	28.7	32.6	31.1	27.6	33.8	32.2
Don't know	14.0	12.6	18.6	13.0	11.8	15.0	19.4	16.9	13.5	10.7	17.0	11.2	31.1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Continued...

In answer to the Questions: "Without considering your own party registration but thinking only of the problems California has today, which party do you feel is better able to solve these problems, the Republican or Democratic?"

"Pat Brown has accused Richard Nixon of being a candidate for Governor only in order to further his plans to be a candidate for the Presidency in 1964. Do you believe this charge by Brown or do you not believe it?"

"If Nixon ever said he would accept a draft to run for President in 1964 do you think that would cause him to lose a lot of his present support?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying party better able to solve state's problem is...	%	%	%	%	%	%	%	%	%	%
Republican	37.4	38.4	36.5	31.5	41.6	41.8	40.0	12.3	49.5	33.3
Democratic	44.3	44.5	44.1	50.6	39.5	40.3	41.3	74.5	35.6	47.2
Don't know	18.3	17.1	19.4	17.9	18.9	17.9	18.7	13.2	14.9	19.5
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying they...	%	%	%	%	%	%	%	%	%	%
Believe charges	47.8	50.1	45.6	53.2	44.3	42.9	47.2	53.6	46.4	48.2
Do not believe charges	39.2	38.2	40.1	34.2	41.8	45.7	40.5	25.9	43.4	37.8
Don't know	13.0	11.7	14.3	12.6	13.9	11.4	12.3	20.5	10.2	14.0
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying Nixon accepting a Presidential draft in 1964...	%	%	%	%	%	%	%	%	%	%
Would cause him to lose a lot of his present support	54.5	57.2	51.9	60.1	50.0	51.4	54.8	50.9	51.5	55.5
Would not cause him to lose support	31.5	32.0	31.1	28.5	33.3	34.8	32.1	25.5	39.8	28.8
Don't know	14.0	10.8	17.0	11.4	16.7	13.8	13.1	23.6	8.7	15.7
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

VOTERS RESPONSES TO VARIOUS

ELECTION FACTORS

In answer to the Questions: "Would the fact that a candidate was identified with extremely liberal groups make you more inclined to vote for him -- less inclined to vote for him -- or doesn't it make any difference?"

"Would the fact that a candidate was identified with extremely conservative groups make you more inclined to vote for him -- less inclined to vote for him -- or doesn't it make any difference?"

"Would the fact that a candidate was identified as a "Middle of the Roader" make you more inclined to vote for him -- less inclined to vote for him -- or doesn't it make any difference?"

	TOTAL	BY AREA			BY REGISTRATION			BY RELIGION			BY UNION AFFILIATION		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non-Member	Refused
Number of respondents	1641	794	549	298	652	876	113	388	1063	190	609	968	64
Percent saying identification with liberal groups would influence them to vote for a candidate...	%	%	%	%	%	%	%	%	%	%	%	%	%
More	17.7	18.0	19.1	13.1	4.7	27.9	13.9	15.9	15.1	36.3	21.1	15.3	22.2
Less	40.0	40.2	37.0	44.3	63.7	22.0	40.0	32.0	45.8	22.2	31.8	44.6	43.4
No difference	31.8	30.9	35.2	30.5	23.3	38.7	27.9	38.7	29.0	33.7	36.4	29.8	20.0
Don't know	10.5	10.9	8.7	12.1	8.3	11.4	18.2	13.4	10.1	7.8	10.7	10.3	14.4
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Percent saying identification with conservative groups would influence them to vote for a candidate...	%	%	%	%	%	%	%	%	%	%	%	%	%
More	24.5	27.4	16.2	24.1	41.5	13.1	13.9	17.0	29.5	11.1	20.0	26.6	35.6
Less	33.8	30.1	41.9	38.0	22.9	41.2	38.2	33.8	30.2	54.1	36.4	32.0	34.4
No difference	31.5	31.8	34.2	25.5	27.5	35.0	29.1	37.5	30.1	27.4	33.4	31.1	20.0
Don't know	10.2	10.7	7.7	12.4	8.1	10.7	18.8	11.7	10.2	7.4	10.2	10.3	10.0
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Percent saying identification as "middle of the road" would influence them to vote for a candidate...	%	%	%	%	%	%	%	%	%	%	%	%	%
More	26.7	24.0	29.0	36.6	31.7	22.6	29.7	24.4	29.0	18.6	24.4	27.6	34.4
Less	20.4	22.2	20.2	10.4	22.7	19.4	13.9	15.7	21.5	23.8	22.0	19.6	18.9
No difference	41.3	41.9	41.1	39.0	36.1	46.0	35.2	45.7	38.4	48.8	41.8	41.3	35.6
Don't know	11.6	11.9	9.7	14.0	9.5	12.0	21.2	14.2	11.1	8.8	11.8	11.5	11.1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Continued...

In answer to the Questions: "Would the fact that a candidate was identified with extremely liberal groups make you more inclined to vote for him -- less inclined to vote for him -- or doesn't it make any difference?"

"Would the fact that a candidate was identified with extremely conservative groups make you more inclined to vote for him -- less inclined to vote for him -- or doesn't it make any difference?"

"Would the fact that a candidate was identified as a "Middle of the Roader" make you more inclined to vote for him -- less inclined to vote for him -- or doesn't it make any difference?"

	TOTAL	BY SEX		BY AGE			BY RACE		BY STANDARD OF LIVING	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying identification with liberal groups would influence them to vote for a candidate...	%	%	%	%	%	%	%	%	%	%
More	17.7	18.8	16.6	20.2	15.5	16.6	16.8	26.4	13.5	19.1
Less	40.0	41.3	38.7	37.4	43.6	36.9	42.5	14.6	51.5	36.1
No difference	31.8	31.3	32.2	31.8	29.5	37.9	31.4	35.8	28.1	33.0
Don't know	<u>10.5</u>	<u>8.6</u>	<u>12.5</u>	<u>10.6</u>	<u>11.4</u>	<u>8.6</u>	<u>9.3</u>	<u>23.2</u>	<u>6.9</u>	<u>11.8</u>
	<u>100.0</u>	<u>100.0</u>								
Percent saying identification with conservative groups would influence them to vote for a candidate...	%	%	%	%	%	%	%	%	%	%
More	24.5	24.8	24.3	22.6	26.2	24.9	26.3	6.8	32.5	21.8
Less	33.8	36.2	31.3	38.4	31.4	27.8	34.0	30.5	33.9	33.6
No difference	31.5	30.4	32.6	29.7	31.1	37.4	30.7	40.0	28.6	32.5
Don't know	<u>10.2</u>	<u>8.6</u>	<u>11.8</u>	<u>9.3</u>	<u>11.3</u>	<u>9.9</u>	<u>9.0</u>	<u>22.7</u>	<u>5.0</u>	<u>12.1</u>
	<u>100.0</u>	<u>100.0</u>								
Percent saying identification as "middle of the road" would influence them to vote for a candidate...	%	%	%	%	%	%	%	%	%	%
More	26.7	29.3	24.1	25.5	28.5	25.2	27.9	14.5	31.8	25.0
Less	20.4	19.9	20.9	20.7	20.3	19.5	20.7	16.8	22.2	19.7
No difference	41.3	40.8	41.9	43.7	37.7	44.7	41.3	41.8	36.4	43.0
Don't know	<u>11.6</u>	<u>10.0</u>	<u>13.1</u>	<u>10.1</u>	<u>13.5</u>	<u>10.6</u>	<u>10.1</u>	<u>26.9</u>	<u>9.6</u>	<u>12.3</u>
	<u>100.0</u>	<u>100.0</u>								

In answer to the Question: "Which of the following statements comes closest to expressing the way you feel?"

	<u>TOTAL</u>	<u>BY AREA</u>			<u>BY REGISTRATION</u>			<u>BY RELIGION</u>			<u>BY UNION AFFILIATION</u>		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non-Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying they agree more closely with...	%	%	%	%	%	%	%	%	%	%	%	%	%
A. I am going to judge each candidate separately, regardless of political party	62.9	59.8	71.2	64.4	61.8	61.6	81.2	64.0	63.3	58.9	61.2	63.4	72.2
B. I will probably go along with all of the candidates nominated by my own party	32.5	35.6	25.1	29.5	33.8	34.0	13.3	30.3	32.7	35.9	33.8	32.5	21.1
Don't know	4.6	4.6	3.7	6.1	4.4	4.4	5.5	5.7	4.0	5.2	5.0	4.1	6.7
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Continued...

In answer to the Question: "Which of the following statements comes closest to expressing the way you feel?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying they agree more closely with...	%	%	%	%	%	%	%	%	%	%
A. I am going to judge each candidate separately, regardless of political party	62.9	61.9	64.0	67.5	61.4	55.6	63.3	59.1	64.8	62.3
B. I will probably go along with all of the candidates nominated by my own party	32.5	33.3	31.8	27.8	33.8	41.3	32.0	37.7	31.0	33.1
Don't know	4.6	4.8	4.2	4.7	4.8	3.1	4.7	3.2	4.2	4.6
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

In answer to the Questions: "If President Eisenhower comes to California to campaign for Nixon and the other Republican candidates, would this influence you to vote for or against Nixon, or wouldn't it make any difference?"

"If Governor Rockefeller comes to California to campaign for Nixon and the other Republican candidates, would this influence you to vote for or against Nixon, or wouldn't it make any difference?"

"If Barry Goldwater comes to California to campaign for Nixon and the other Republican candidates, would this influence you to vote for or against Nixon, or wouldn't it make any difference?"

	TOTAL	BY AREA			BY REGISTRATION			BY RELIGION			BY UNION AFFILIATION		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non-Member	Refused
Number of respondents	1641	794	549	298	652	876	113	388	1063	190	609	968	64
Percent saying campaign by ex-President Eisenhower would influence them to vote...	%	%	%	%	%	%	%	%	%	%	%	%	%
For Nixon	13.0	14.6	10.5	9.1	22.2	6.1	11.5	12.4	14.1	7.8	12.5	13.0	17.8
Against Nixon	6.8	7.2	6.3	6.0	1.9	11.0	3.6	8.5	5.6	10.7	10.2	5.0	5.6
Make no difference	77.5	75.1	81.2	83.2	74.9	80.2	72.1	76.7	77.4	79.2	74.2	79.6	73.3
Don't know	2.7	3.1	2.0	1.7	1.0	2.7	12.8	2.4	2.9	2.3	3.1	2.4	3.3
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Percent saying campaign by Governor Rockefeller would influence them to vote...	%	%	%	%	%	%	%	%	%	%	%	%	%
For Nixon	8.0	8.4	7.6	6.4	13.2	4.5	3.6	7.3	8.0	9.2	7.5	8.1	11.1
Against Nixon	7.6	8.7	5.5	5.4	4.9	9.8	4.8	8.4	7.1	8.6	9.6	6.5	5.6
Make no difference	81.1	79.1	84.0	86.5	80.4	82.7	74.6	81.2	81.4	79.3	78.4	83.0	76.6
Don't know	3.3	3.8	2.9	1.7	1.5	3.0	17.0	3.1	3.5	2.9	4.5	2.4	6.7
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Percent saying campaign by Barry Goldwater would influence them to vote...	%	%	%	%	%	%	%	%	%	%	%	%	%
For Nixon	8.3	9.8	4.9	6.0	16.1	3.2	1.2	8.7	9.1	2.6	5.7	9.7	10.0
Against Nixon	11.6	11.2	11.7	13.4	4.9	16.8	9.7	12.2	9.7	21.5	16.0	9.3	5.6
Make no difference	76.5	74.7	80.5	78.9	77.5	76.7	70.3	74.4	78.1	71.5	73.4	78.4	76.7
Don't know	3.6	4.3	2.9	1.7	1.5	3.3	18.8	4.7	3.1	4.4	4.9	2.6	7.7
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Continued...

In answer to the Questions: "If President Eisenhower comes to California to campaign for Nixon and the other Republican candidates, would this influence you to vote for or against Nixon, or wouldn't it make any difference?"

"If Governor Rockefeller comes to California to campaign for Nixon and the other Republican candidates, would this influence you to vote for or against Nixon, or wouldn't it make any difference?"

"If Barry Goldwater comes to California to campaign for Nixon and the other Republican candidates, would this influence you to vote for or against Nixon, or wouldn't it make any difference?"

	TOTAL	BY SEX		BY AGE			BY RACE		BY STANDARD OF LIVING	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying campaign by ex-President Eisenhower would influence them to vote...	%	%	%	%	%	%	%	%	%	%
For Nixon	13.0	11.7	14.2	9.9	15.2	15.1	13.1	11.8	13.3	12.9
Against Nixon	6.8	7.9	5.9	7.6	6.2	6.8	6.9	6.4	6.3	7.0
Make no difference	77.5	77.5	77.4	80.1	75.0	77.1	77.8	73.6	78.4	77.1
Don't know	<u>2.7</u>	<u>2.9</u>	<u>2.5</u>	<u>2.4</u>	<u>3.6</u>	<u>1.0</u>	<u>2.2</u>	<u>8.2</u>	<u>2.0</u>	<u>3.0</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Percent saying campaign by Governor Rockefeller would influence them to vote...	%	%	%	%	%	%	%	%	%	%
For Nixon	8.0	7.5	8.5	6.0	8.8	11.2	8.3	5.5	11.4	6.9
Against Nixon	7.6	8.7	6.5	7.0	7.6	8.8	7.7	6.4	7.3	7.6
Make no difference	81.1	80.7	81.5	84.0	79.2	78.7	81.0	81.8	79.5	81.6
Don't know	<u>3.3</u>	<u>3.1</u>	<u>3.5</u>	<u>3.0</u>	<u>4.4</u>	<u>1.3</u>	<u>3.0</u>	<u>6.3</u>	<u>1.8</u>	<u>3.9</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Percent saying campaign by Barry Goldwater would influence them to vote...	%	%	%	%	%	%	%	%	%	%
For Nixon	8.3	7.6	8.9	5.4	9.5	12.5	8.5	6.4	12.5	6.8
Against Nixon	11.6	13.5	9.7	14.3	9.6	9.6	11.8	9.5	9.9	12.2
Make no difference	76.5	75.6	77.4	77.3	75.8	76.4	76.5	76.8	75.8	76.7
Don't know	<u>3.6</u>	<u>3.3</u>	<u>4.0</u>	<u>3.0</u>	<u>5.1</u>	<u>1.5</u>	<u>3.2</u>	<u>7.3</u>	<u>1.8</u>	<u>4.3</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

In answer to the Questions: "If President Kennedy comes to California to campaign for Brown and the other Democratic candidates, would this influence you to vote for or against Brown, or wouldn't it make any difference?"

"If Robert Kennedy comes to California to campaign for Brown and the other Democratic candidates, would this influence you to vote for or against Brown, or wouldn't it make any difference?"

"If Lyndon Johnson comes to California to campaign for Brown and the other Democratic candidates, would this influence you to vote for or against Brown, or wouldn't it make any difference?"

	TOTAL	BY AREA			BY REGISTRATION			BY RELIGION			BY UNION AFFILIATION		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non-Member	Refused
Number of respondents	1641	794	549	298	652	876	113	388	1063	190	609	968	64
Percent saying campaign by President Kennedy would influence them to vote...	%	%	%	%	%	%	%	%	%	%	%	%	%
For Brown	14.7	15.6	14.2	10.4	4.1	22.7	13.9	20.9	10.3	27.0	19.5	11.2	24.5
Against Brown	9.1	10.2	6.0	9.1	18.5	2.5	4.8	5.7	11.1	4.5	6.7	10.6	8.9
Make no difference	74.4	71.8	78.9	79.9	75.8	73.4	74.6	70.6	77.0	67.0	71.1	76.9	64.4
Don't know	1.8	2.4	.9	.6	1.6	1.4	6.7	2.8	1.6	1.5	2.7	1.3	2.2
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Percent saying campaign by Robert Kennedy would influence them to vote...	%	%	%	%	%	%	%	%	%	%	%	%	%
For Brown	8.6	9.7	7.3	5.4	1.8	13.7	8.5	13.6	5.6	15.9	12.6	6.1	12.2
Against Brown	10.2	11.0	7.8	10.0	19.5	3.4	7.9	7.3	11.9	5.6	7.5	11.8	8.9
Make no difference	78.7	76.6	82.3	83.6	76.7	80.6	77.5	75.6	80.3	75.9	77.0	80.0	76.7
Don't know	2.5	2.7	2.6	1.0	2.0	2.3	6.1	3.5	2.2	2.6	2.9	2.1	2.2
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Percent saying campaign by Lyndon Johnson would influence them to vote...	%	%	%	%	%	%	%	%	%	%	%	%	%
For Brown	8.5	9.8	6.9	4.7	1.9	13.8	6.1	13.2	5.7	15.6	12.5	6.3	6.7
Against Brown	9.1	10.0	7.3	7.7	16.9	3.2	7.9	6.8	10.4	6.3	6.8	10.5	7.8
Make no difference	79.5	77.1	82.9	85.9	78.5	80.7	77.0	76.7	81.1	75.9	76.7	81.1	78.8
Don't know	2.9	3.1	2.9	1.7	2.7	2.3	9.0	3.3	2.8	2.2	4.0	2.1	6.7
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Continued...

In answer to the Questions: "If President Kennedy comes to California to campaign for Brown and the other Democratic candidates, would this influence you to vote for or against Brown, or wouldn't it make any difference?"

"If Robert Kennedy comes to California to campaign for Brown and the other Democratic candidates, would this influence you to vote for or against Brown, or wouldn't it make any difference?"

"If Lyndon Johnson comes to California to campaign for Brown and the other Democratic candidates, would this influence you to vote for or against Brown, or wouldn't it make any difference?"

	TOTAL	BY SEX		BY AGE			BY RACE		BY STANDARD OF LIVING	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying campaign by President Kennedy would influence them to vote...	%	%	%	%	%	%	%	%	%	%
For Brown	14.7	15.7	13.6	15.0	13.7	16.4	13.3	28.2	10.4	16.1
Against Brown	9.1	10.2	8.1	7.4	11.0	8.6	10.0	-	13.0	7.8
Make no difference	74.4	72.6	76.1	76.3	72.8	73.5	74.9	69.1	76.3	73.7
Don't know	<u>1.8</u>	<u>1.5</u>	<u>2.2</u>	<u>1.3</u>	<u>2.5</u>	<u>1.5</u>	<u>1.8</u>	<u>2.7</u>	<u>.3</u>	<u>2.4</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Percent saying campaign by Robert Kennedy would influence them to vote...	%	%	%	%	%	%	%	%	%	%
For Brown	8.6	8.9	8.4	9.1	7.9	9.4	7.4	21.4	5.7	9.6
Against Brown	10.2	11.2	9.2	7.9	12.8	8.8	11.1	.5	13.6	9.0
Make no difference	78.7	78.4	79.0	81.3	75.9	79.5	79.1	75.5	79.5	78.4
Don't know	<u>2.5</u>	<u>1.5</u>	<u>3.4</u>	<u>1.7</u>	<u>3.4</u>	<u>2.3</u>	<u>2.4</u>	<u>2.6</u>	<u>1.2</u>	<u>3.0</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Percent saying campaign by Lyndon Johnson would influence them to vote...	%	%	%	%	%	%	%	%	%	%
For Brown	8.5	8.7	8.4	9.3	7.6	9.1	7.3	20.9	5.5	9.6
Against Brown	9.1	9.8	8.5	7.7	11.1	7.3	9.8	1.4	12.2	8.0
Make no difference	79.5	78.9	80.0	80.8	77.3	81.8	80.0	74.1	80.8	79.0
Don't know	<u>2.9</u>	<u>2.6</u>	<u>3.1</u>	<u>2.2</u>	<u>4.0</u>	<u>1.8</u>	<u>2.9</u>	<u>3.6</u>	<u>1.5</u>	<u>3.4</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

In answer to the Question: "Which of these statements comes closest to the way you personally feel?"

	<u>TOTAL</u>	<u>BY AREA</u>			<u>BY REGISTRATION</u>			<u>BY RELIGION</u>			<u>BY UNION AFFILIATION</u>		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non- Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying they agree more closely with...	%	%	%	%	%	%	%	%	%	%	%	%	%
"It is very important to elect a governor who agrees with President Kennedy and his policies."	15.0	17.0	10.6	12.4	4.1	23.5	12.1	20.6	11.4	24.1	20.5	11.6	15.6
"It is very important to elect a good governor, regardless of whether or not he agrees with President Kennedy."	82.4	80.9	84.9	86.2	94.5	73.0	86.1	75.4	86.6	73.0	76.6	86.1	78.8
Don't know	<u>2.6</u>	<u>2.1</u>	<u>4.5</u>	<u>1.4</u>	<u>1.4</u>	<u>3.5</u>	<u>1.8</u>	<u>4.0</u>	<u>2.0</u>	<u>2.9</u>	<u>2.9</u>	<u>2.3</u>	<u>5.6</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Continued...

In answer to the Question: "Which of these statements comes closest to the way you personally feel?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying they agree more closely with...	%	%	%	%	%	%	%	%	%	%
"It is very important to elect a governor who agrees with President Kennedy and his policies."	15.0	17.0	13.1	12.4	14.7	22.6	13.8	27.3	8.3	17.3
"It is very important to elect a good governor, regardless of whether or not he agrees with President Kennedy."	82.4	80.5	84.2	85.0	82.8	74.5	83.7	69.1	89.6	80.0
Don't know	<u>2.6</u>	<u>2.5</u>	<u>2.7</u>	<u>2.6</u>	<u>2.5</u>	<u>2.9</u>	<u>2.5</u>	<u>3.6</u>	<u>2.1</u>	<u>2.7</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

In answer to the Questions: "There has been talk about the campaign debating between Nixon and Brown. You may remember that during the 1960 Presidential campaign, there were 4 one-hour debates on television. Today some people say they think that one debate between Brown and Nixon would answer most of the questions. Others say that more would be necessary. Do you feel you would want to hear one debate or would you want to watch more or wouldn't you want to watch any?"

"If the debating takes place, there are several styles that might be used: For example it might be a face-to-face meeting between just Brown and Nixon with them debating the issues with no holds barred --or there might be members of the press to ask questions of the candidates. Which of these two styles would you prefer -- just two candidates -- or -- outside questions?"

	<u>TOTAL</u>	<u>BY AREA</u>			<u>BY REGISTRATION</u>			<u>BY RELIGION</u>			<u>BY UNION AFFILIATION</u>		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Non-Member	Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying they would want to watch...	%	%	%	%	%	%	%	%	%	%	%	%	%
More than one debate	45.6	47.4	42.1	42.6	41.1	48.1	53.3	47.2	43.7	53.3	43.3	47.1	42.2
None	28.7	26.4	31.5	35.6	32.8	26.1	25.5	30.3	28.5	26.7	28.5	28.9	27.8
One	21.1	21.0	22.2	19.5	22.7	20.7	15.2	19.0	22.8	15.9	21.6	20.6	25.6
Don't know	<u>4.6</u>	<u>5.2</u>	<u>4.2</u>	<u>2.3</u>	<u>3.4</u>	<u>5.3</u>	<u>6.0</u>	<u>3.5</u>	<u>5.0</u>	<u>4.1</u>	<u>6.6</u>	<u>3.4</u>	<u>4.4</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Percent saying they would prefer debate with...	%	%	%	%	%	%	%	%	%	%	%	%	%
Outside questions	51.6	51.5	48.4	57.7	51.8	52.6	42.4	47.7	52.7	53.3	50.5	52.0	55.6
Just two candidates	35.3	35.4	38.4	29.2	35.2	35.5	35.2	36.8	34.8	35.6	36.1	35.1	31.1
Don't know	<u>13.1</u>	<u>13.1</u>	<u>13.2</u>	<u>13.1</u>	<u>13.0</u>	<u>11.9</u>	<u>22.4</u>	<u>15.5</u>	<u>12.5</u>	<u>11.1</u>	<u>13.4</u>	<u>12.9</u>	<u>13.3</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Continued...

In answer to the Questions: "There has been talk about the campaign debating between Nixon and Brown. You may remember that during the 1960 Presidential campaign, there were 4 one-hour debates on television. Today some people say they think that one debate between Brown and Nixon would answer most of the questions. Others say that more would be necessary. Do you feel you would want to hear one debate or would you want to watch more or wouldn't you want to watch any?"

"If the debating takes place, there are several styles that might be used: For example it might be a face-to-face meeting between just Brown and Nixon with them debating the issues with no holds barred -- or there might be members of the press to ask questions of the candidates. Which of these two styles would you prefer -- just two candidates -- or -- outside questions?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying they would want to watch...	%	%	%	%	%	%	%	%	%	%
More than one debate	45.6	46.2	45.0	52.8	43.2	33.0	45.3	38.6	48.6	45.2
None	28.7	31.4	26.2	23.3	30.3	38.4	29.4	21.4	29.2	28.5
One	21.1	18.5	23.5	19.8	21.5	23.4	21.4	18.6	22.1	20.8
Don't know	<u>4.6</u>	<u>3.9</u>	<u>5.3</u>	<u>4.1</u>	<u>5.0</u>	<u>5.2</u>	<u>3.9</u>	<u>11.4</u>	<u>2.1</u>	<u>5.5</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Percent saying they would prefer debate with...	%	%	%	%	%	%	%	%	%	%
Outside questions	51.6	48.8	54.2	56.0	50.3	43.3	51.6	51.4	50.8	51.8
Just two candidates	35.3	37.0	33.8	34.7	35.0	37.7	35.5	33.2	37.7	34.5
Don't know	<u>13.1</u>	<u>14.2</u>	<u>12.0</u>	<u>9.3</u>	<u>14.7</u>	<u>19.0</u>	<u>12.9</u>	<u>15.4</u>	<u>11.5</u>	<u>13.7</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

STATE ISSUES IN GENERAL

"State Issues in General" Ranked by Importance to Voters...

	<u>TOTAL</u>	<u>BY REGISTRATION</u>		
		Republican	Democrat	Other
Preventing Water Pollution				
Important	<u>90.3</u>	<u>91.3</u>	<u>89.8</u>	<u>88.5</u>
Favor	89.3	90.4	88.6	88.5
Oppose	1.0	.9	1.2	-
Increasing State Welfare Program				
Important	<u>74.4</u>	<u>76.2</u>	<u>74.1</u>	<u>66.0</u>
Favor	33.2	16.7	45.5	34.5
Oppose	41.2	59.5	28.6	31.5
Better Use of State Career Employees				
Important	<u>73.6</u>	<u>78.4</u>	<u>71.2</u>	<u>65.4</u>
Favor	71.4	76.1	69.3	61.2
Oppose	2.2	2.3	1.9	4.2
Develop More State Parks				
Important	<u>70.6</u>	<u>69.0</u>	<u>72.4</u>	<u>66.7</u>
Favor	55.7	50.4	60.0	55.2
Oppose	14.9	18.6	12.4	11.5
State Legislature Meet Oftener or Longer				
Important	<u>68.7</u>	<u>68.9</u>	<u>68.5</u>	<u>69.1</u>
Favor	61.6	60.5	62.7	60.0
Oppose	7.1	8.4	5.8	9.1
State Senate Reapportionment				
Important	<u>68.7</u>	<u>71.7</u>	<u>67.4</u>	<u>61.8</u>
Favor	52.0	50.1	54.1	47.3
Oppose	16.7	21.6	13.3	14.5
Cut Number and Size of State Bureaus				
Important	<u>67.1</u>	<u>76.3</u>	<u>61.1</u>	<u>60.6</u>
Favor	56.5	68.7	48.3	49.1
Oppose	10.6	7.6	12.8	11.5
Promote Sale of California Products Overseas				
Important	<u>64.7</u>	<u>67.0</u>	<u>64.0</u>	<u>55.8</u>
Favor	61.7	63.1	62.3	48.5
Oppose	3.0	3.9	1.7	7.3
Farm Workers Join Unions				
Important	<u>59.3</u>	<u>62.2</u>	<u>58.5</u>	<u>47.9</u>
Favor	24.2	11.6	34.2	19.4
Oppose	35.1	50.6	24.3	28.5
State Legislature Control State Budget				
Important	<u>56.6</u>	<u>60.2</u>	<u>54.3</u>	<u>53.9</u>
Favor	28.0	29.5	26.4	32.1
Oppose	28.6	30.7	27.9	21.8

In answer to the Question: "Now here are some more problems that some people think California should solve pretty soon. In fact, you may hear more about them during the coming political campaign. As you read each one, would you tell me if you think it's important and you are for it - important but you are against it - or it is not important?"

	<u>TOTAL</u>	<u>BY AREA</u>			<u>BY REGISTRATION</u>			<u>BY RELIGION</u>			<u>BY UNION AFFILIATION</u>		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non- Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying that getting more California made products sold overseas is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Important, and they favor it	61.7	62.7	57.9	63.4	63.1	62.3	48.5	61.2	62.9	55.9	61.8	61.3	68.9
Important, but they oppose it	3.0	3.8	1.5	1.3	3.9	1.7	7.3	3.1	2.9	3.0	2.7	3.0	4.4
Not important	20.8	19.8	24.6	19.5	20.9	20.5	23.6	18.8	20.2	28.9	19.3	22.4	10.0
Don't know	14.5	13.7	16.0	15.8	12.1	15.5	20.6	16.9	14.0	12.2	16.2	13.3	16.7
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying that preventing water pollution is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Important, and they favor it	89.3	90.9	90.5	78.5	90.4	88.6	88.5	84.7	90.3	93.7	86.4	90.9	93.3
Important, but they oppose it	1.0	.9	1.3	1.0	.9	1.2	-	1.0	1.1	-	1.0	1.0	-
Not important	2.6	2.4	1.8	5.0	3.0	2.6	-	3.3	2.3	2.6	3.4	2.2	1.1
Don't know	7.1	5.8	6.4	15.5	5.7	7.6	11.5	11.0	6.3	3.7	9.2	5.9	5.6
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Continued...

In answer to the Question: "Now here are some more problems that some people think California should solve pretty soon. In fact, you may hear more about them during the coming political campaign. As you read each one, would you tell me if you think it's important and you are for it - important but you are against it - or it is not important?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying that getting more California made products sold overseas is...	%	%	%	%	%	%	%	%	%	%
Important, and they favor it	61.7	67.0	56.8	55.3	66.6	65.7	62.1	58.2	67.9	59.6
Important, but they oppose it	3.0	2.9	3.0	3.7	2.5	2.3	3.2	.9	3.1	2.9
Not important	20.8	18.3	23.2	27.0	17.6	13.0	21.2	17.3	15.4	22.7
Don't know	14.5	11.8	17.0	14.0	13.3	19.0	13.5	23.6	13.6	14.8
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying that preventing water pollution is...	%	%	%	%	%	%	%	%	%	%
Important, and they favor it	89.3	90.3	88.3	87.8	92.0	86.1	90.6	76.8	90.7	88.8
Important, but they oppose it	1.0	1.2	.8	.8	1.0	1.5	.9	1.4	1.3	.9
Not important	2.6	2.7	2.5	3.3	2.2	1.8	2.5	3.2	2.3	2.7
Don't know	7.1	5.8	8.4	8.1	4.8	10.6	6.0	18.6	5.7	7.6
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

In answer to the Question: "Now here are some more problems that some people think California should solve pretty soon. In fact, you may hear more about them during the coming political campaign. As you read each one, would you tell me if you think it's important and you are for it -- important but you are against it -- or it is not important?"

	<u>TOTAL</u>	<u>BY AREA</u>			<u>BY REGISTRATION</u>			<u>BY RELIGION</u>			<u>BY UNION AFFILIATION</u>		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non- Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying that getting farm workers to join unions is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Important, and they favor it	24.2	21.8	26.8	32.2	11.6	34.2	19.4	26.5	21.4	35.9	37.6	16.6	17.8
Important, but they oppose it	35.1	35.9	30.4	39.6	50.6	24.3	28.5	30.7	38.7	23.3	21.3	43.5	31.1
Not important	20.2	21.3	20.0	14.8	21.7	17.9	29.7	20.2	20.3	19.6	19.4	20.8	18.9
Don't know	20.5	21.0	22.8	13.4	16.1	23.6	22.4	22.6	19.6	21.2	21.7	19.1	32.2
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying that giving the state legislature the right to control <u>all</u> parts of the state budget is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Important, and they favor it	28.0	28.6	22.9	33.9	29.5	26.4	32.1	28.2	28.7	23.3	26.9	28.0	36.7
Important, but they oppose it	28.6	27.6	31.3	29.2	30.7	27.9	21.8	26.8	28.5	33.3	28.5	28.2	36.7
Not important	6.3	5.8	8.6	5.0	5.7	7.1	3.6	6.6	5.7	9.7	7.4	5.8	5.6
Don't know	37.1	38.0	37.2	31.9	34.1	38.6	42.5	38.4	37.1	33.7	37.2	38.0	21.0
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Continued...

In answer to the Question: "Now here are some more problems that some people think California should solve pretty soon. In fact, you may hear more about them during the coming political campaign. As you read each one, would you tell me if you think it's important and you are for it -- important but you are against it -- or it is not important?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying that getting farm workers to join unions is...	%	%	%	%	%	%	%	%	%	%
Important, and they favor it	24.2	26.2	22.3	26.5	23.0	21.6	21.9	46.8	17.7	26.4
Important, but they oppose it	35.1	38.5	31.9	31.4	36.6	40.8	37.3	12.7	46.4	31.3
Not important	20.2	19.8	20.6	21.5	20.8	15.0	20.8	14.1	19.5	20.5
Don't know	20.5	15.5	25.2	20.6	19.6	22.6	20.0	26.4	16.4	21.8
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying that giving the state legislature the right to control <u>all</u> parts of the state budget is...	%	%	%	%	%	%	%	%	%	%
Important, and they favor it	28.0	31.9	24.3	23.5	31.0	31.7	28.3	24.5	34.4	25.8
Important, but they oppose it	28.6	28.2	29.1	31.3	28.9	20.8	29.9	15.5	25.8	29.6
Not important	6.3	6.5	6.1	7.7	5.6	4.7	6.0	10.0	4.9	6.8
Don't know	37.1	33.4	40.5	37.5	34.5	42.8	35.8	50.0	34.9	37.8
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

In answer to the Question: "Now here are some more problems that some people think California should solve pretty soon. In fact, you may hear more about them during the coming political campaign. As you read each one, would you tell me if you think it's important and you are for it - important but you are against it - or it is not important?"

	<u>TOTAL</u>	<u>BY AREA</u>			<u>BY REGISTRATION</u>			<u>BY RELIGION</u>			<u>BY UNION AFFILIATION</u>		
		Central									Non-		
		Southern	Coast	Valley	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Member	Refused
		Counties	Counties	Counties									
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying that reapportionment of the state senate is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Important, and they favor it	52.0	63.6	33.0	25.2	50.1	54.1	47.3	50.2	51.3	60.0	47.8	54.7	48.9
Important, but they oppose it	16.7	7.9	30.5	37.9	21.6	13.3	14.5	16.2	17.3	14.1	15.5	17.1	22.2
Not important	5.2	3.8	8.4	7.1	5.2	5.1	5.5	6.8	4.8	4.5	4.9	5.4	4.4
Don't know	26.1	24.7	28.1	29.8	23.1	27.5	32.7	26.8	26.6	21.4	31.8	22.8	24.5
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying that making more and better use of career employees who work for the state is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Important, and they favor it	71.4	72.8	69.6	67.1	76.1	69.3	61.2	69.0	72.5	70.0	67.5	73.5	75.6
Important, but they oppose it	2.2	1.8	1.7	4.7	2.3	1.9	4.2	2.4	1.8	3.7	2.4	2.1	1.1
Not important	8.2	7.2	8.7	12.8	7.1	8.7	11.5	7.3	8.2	10.4	8.8	7.9	7.7
Don't know	18.2	18.2	20.0	15.4	14.5	20.1	23.1	21.3	17.5	15.9	21.3	16.5	15.6
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Continued...

In answer to the Question: "Now here are some more problems that some people think California should solve pretty soon. In fact, you may hear more about them during the coming political campaign. As you read each one, would you tell me if you think it's important and you are for it - important but you are against it - or it is not important?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying that reapportionment of the state senate is...	%	%	%	%	%	%	%	%	%	%
Important, and they favor it	52.0	54.2	50.0	50.7	54.8	47.8	52.8	43.6	51.8	52.1
Important, but they oppose it	16.7	18.7	14.8	14.8	17.7	19.0	17.8	5.5	20.3	15.5
Not important	5.2	5.5	4.9	5.8	4.3	6.2	5.3	4.5	4.4	5.5
Don't know	26.1	21.6	30.3	28.7	23.2	27.0	24.1	46.4	23.5	26.9
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying that making more and better use of career employees who work for the state is...	%	%	%	%	%	%	%	%	%	%
Important, and they favor it	71.4	74.4	68.6	69.3	75.4	66.0	72.8	56.8	74.2	70.4
Important, but they oppose it	2.2	3.1	1.3	2.0	2.1	2.9	2.2	2.3	3.3	1.8
Not important	8.2	8.2	8.2	11.2	6.2	6.0	8.4	6.4	8.8	8.0
Don't know	18.2	14.3	21.9	17.5	16.3	25.1	16.6	34.5	13.7	19.8
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

In answer to the Question: "Now here are some more problems that some people think California should solve pretty soon. In fact, you may hear more about them during the coming political campaign. As you read each one, would you tell me if you think it's important and you are for it - important but you are against it - or it is not important?"

	<u>TOTAL</u>	<u>BY AREA</u>			<u>BY REGISTRATION</u>			<u>BY RELIGION</u>			<u>BY UNION AFFILIATION</u>		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Non- Member	Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying that cutting down on the number and size of state bureaus is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Important and they favor it	56.5	56.5	53.2	62.8	68.7	48.3	49.1	50.5	59.7	50.7	53.3	58.6	54.5
Important, but they oppose it	10.6	9.7	10.7	15.4	7.6	12.8	11.5	14.1	8.7	14.8	13.0	8.8	17.7
Not important	7.0	6.8	8.1	6.4	4.8	8.0	11.5	8.7	6.2	8.2	8.0	6.6	4.5
Don't know	<u>25.9</u>	<u>27.0</u>	<u>28.0</u>	<u>15.4</u>	<u>18.9</u>	<u>30.9</u>	<u>27.9</u>	<u>26.7</u>	<u>25.4</u>	<u>26.3</u>	<u>25.7</u>	<u>26.0</u>	<u>23.3</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Percent saying that having the state legislature meet to work on state problems more often or have longer sessions is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Important and they favor it	61.6	65.6	52.6	56.4	60.5	62.7	60.0	65.3	60.7	58.5	64.7	59.4	65.6
Important, but they oppose it	7.1	6.2	6.9	12.4	8.4	5.8	9.1	6.8	7.0	8.5	5.1	8.5	4.4
Not important	9.5	7.9	13.0	11.7	9.9	9.5	7.8	7.7	10.1	10.0	8.8	10.2	5.6
Don't know	<u>21.8</u>	<u>20.3</u>	<u>27.5</u>	<u>19.5</u>	<u>21.2</u>	<u>22.0</u>	<u>23.1</u>	<u>20.2</u>	<u>22.2</u>	<u>23.0</u>	<u>21.4</u>	<u>21.9</u>	<u>24.4</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Continued...

In answer to the Question: "Now here are some more problems that some people think California should solve pretty soon. In fact, you may hear more about them during the coming political campaign. As you read each one, would you tell me if you think it's important and you are for it - important but you are against it - or it is not important?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying that cutting down on the number and size of state bureaus is...	%	%	%	%	%	%	%	%	%	%
Important and they favor it	56.5	62.1	51.3	50.0	60.3	64.2	58.6	35.9	65.3	53.6
Important, but they oppose it	10.6	9.8	11.4	13.2	9.8	6.0	10.8	8.6	9.3	11.1
Not important	7.0	7.3	6.8	9.0	6.6	3.1	6.7	10.5	6.9	7.1
Don't know	<u>25.9</u>	<u>20.8</u>	<u>30.5</u>	<u>27.8</u>	<u>23.3</u>	<u>26.7</u>	<u>23.9</u>	<u>45.0</u>	<u>18.5</u>	<u>28.2</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Percent saying that having the state legislature meet to work on state problems more often or have longer sessions is...	%	%	%	%	%	%	%	%	%	%
Important and they favor it	61.6	63.8	59.5	63.9	61.9	54.5	62.2	55.0	61.8	61.5
Important, but they oppose it	7.1	7.8	6.5	4.8	7.7	11.4	7.5	2.7	8.4	6.7
Not important	9.5	10.0	9.1	11.1	8.9	7.3	9.5	10.0	10.2	9.3
Don't know	<u>21.8</u>	<u>18.4</u>	<u>24.9</u>	<u>20.2</u>	<u>21.5</u>	<u>26.8</u>	<u>20.8</u>	<u>32.3</u>	<u>19.6</u>	<u>22.5</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

In answer to the Question: "Now here are some more problems that some people think California should solve pretty soon. In fact, you may hear more about them during the coming political campaign. As you read each one, would you tell me if you think it's important and you are for it - important, but you are against it - or it is not important?"

	<u>TOTAL</u>	<u>BY AREA</u>			<u>BY REGISTRATION</u>			<u>BY RELIGION</u>			<u>BY UNION AFFILIATION</u>		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non- Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying that getting more state parks developed is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Important and they favor it	55.7	53.5	59.7	60.1	50.4	60.0	55.2	56.8	54.2	62.6	57.1	55.3	48.9
Important, but they oppose it	14.9	16.2	9.8	16.8	18.6	12.4	11.5	13.1	15.5	15.2	14.4	14.4	26.7
Not important	17.9	18.5	18.6	14.1	19.4	16.8	17.5	16.4	19.0	14.4	16.1	19.3	13.3
Don't know	<u>11.5</u>	<u>11.8</u>	<u>11.9</u>	<u>9.0</u>	<u>11.6</u>	<u>10.8</u>	<u>15.8</u>	<u>13.7</u>	<u>11.3</u>	<u>7.8</u>	<u>12.4</u>	<u>11.0</u>	<u>11.1</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Percent saying that increasing the state social welfare program is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Important and they favor it	33.2	34.5	34.6	23.2	16.7	45.5	34.5	35.8	28.0	57.4	39.2	29.5	33.3
Important, but they oppose it	41.2	38.0	41.2	58.0	59.5	28.6	31.5	35.0	46.7	21.9	33.9	45.5	43.3
Not important	8.6	9.2	8.2	6.4	8.8	8.0	11.5	8.5	8.8	8.1	9.6	8.3	4.5
Don't know	<u>17.0</u>	<u>18.3</u>	<u>16.0</u>	<u>12.4</u>	<u>15.0</u>	<u>17.9</u>	<u>22.5</u>	<u>20.7</u>	<u>16.5</u>	<u>12.6</u>	<u>17.3</u>	<u>16.7</u>	<u>18.9</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Continued...

In answer to the Question: "Now here are some more problems that some people think California should solve pretty soon. In fact, you may hear more about them during the coming political campaign. As you read each one, would you tell me if you think it's important and you are for it - important, but you are against it - or it is not important?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying that getting more state parks developed is...	%	%	%	%	%	%	%	%	%	%
Important and they favor it	55.7	56.4	55.1	58.0	55.5	50.6	55.4	59.1	51.1	57.3
Important, but they oppose it	14.9	15.3	14.4	13.0	15.4	18.2	15.8	5.0	16.8	14.2
Not important	17.9	17.4	18.4	19.8	16.2	17.4	17.8	19.1	19.1	17.5
Don't know	<u>11.5</u>	<u>10.9</u>	<u>12.1</u>	<u>9.2</u>	<u>12.9</u>	<u>13.8</u>	<u>11.0</u>	<u>16.8</u>	<u>13.0</u>	<u>11.0</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Percent saying that increasing the state social welfare program is...	%	%	%	%	%	%	%	%	%	%
Important and they favor it	33.2	31.4	34.8	34.5	30.7	36.4	31.1	54.1	26.6	35.4
Important, but they oppose it	41.2	43.2	39.3	39.5	44.6	36.6	43.0	22.3	53.2	37.1
Not important	8.6	8.9	8.3	9.2	7.7	9.6	8.5	10.0	6.0	9.5
Don't know	<u>17.0</u>	<u>16.5</u>	<u>17.6</u>	<u>16.8</u>	<u>17.0</u>	<u>17.4</u>	<u>17.4</u>	<u>13.6</u>	<u>14.2</u>	<u>18.0</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

In answer to the Question: "Now here are some more problems that some people think California should solve pretty soon. In fact, you may hear more about them during the coming political campaign. As you read each one, would you tell me if you think it's important and you are for it - important, but you are against it - or it is not important?"

	<u>TOTAL</u>	<u>BY AREA</u>			<u>BY REGISTRATION</u>			<u>BY RELIGION</u>			<u>BY UNION AFFILIATION</u>		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Non- Member	Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying that actual delivery of California water from the north to the south is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Important and they favor it	70.6	83.1	44.1	53.0	70.6	71.7	64.2	70.4	71.6	65.6	68.5	72.6	60.0
Important, but they oppose it	8.4	2.8	18.2	20.1	10.7	6.8	6.7	5.9	9.4	7.8	7.3	8.8	11.1
Not important	3.0	1.6	6.4	3.7	1.9	3.5	3.6	3.0	2.8	3.7	4.2	2.2	3.3
Don't know	18.0	12.5	31.3	23.2	16.8	18.0	25.5	20.7	16.2	22.9	20.0	16.4	25.6
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying that better law enforcement on highways and freeways is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Important and they favor it	76.1	76.4	76.1	73.8	76.6	77.0	66.7	76.1	76.1	75.9	75.7	75.6	87.8
Important, but they oppose it	4.8	5.3	3.0	5.7	5.1	4.4	6.1	4.5	5.3	3.0	5.2	4.8	3.3
Not important	10.4	9.7	12.0	11.4	11.9	9.1	12.1	9.9	10.5	11.1	9.9	11.2	3.3
Don't know	8.7	8.6	8.9	9.1	6.4	9.5	15.1	9.5	8.1	10.0	9.2	8.4	5.6
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Continued...

In answer to the Question: "Now here are some more problems that some people think California should solve pretty soon. In fact, you may hear more about them during the coming political campaign. As you read each one, would you tell me if you think it's important and you are for it - important, but you are against it - or it is not important?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying that actual delivery of California water from the north to the south is...	%	%	%	%	%	%	%	%	%	%
Important and they favor it	70.6	75.0	66.5	70.9	70.5	70.4	70.9	67.7	69.8	70.9
Important, but they oppose it	8.4	8.5	8.2	7.6	7.9	11.7	9.0	2.3	10.0	7.8
Not important	3.0	2.8	3.1	4.3	2.4	1.0	2.7	5.9	3.6	2.7
Don't know	18.0	13.7	22.2	17.2	19.2	16.9	17.4	24.1	16.6	18.6
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying that better law enforcement on highways and freeways is...	%	%	%	%	%	%	%	%	%	%
Important and they favor it	76.1	75.0	77.0	72.5	78.4	79.2	76.2	74.5	76.0	76.1
Important, but they oppose it	4.8	5.5	4.2	6.8	3.6	3.1	4.9	4.1	5.0	4.8
Not important	10.4	11.3	9.7	13.1	9.2	6.8	10.6	9.1	11.4	10.1
Don't know	8.7	8.2	9.1	7.6	8.8	10.9	8.3	12.3	7.6	9.0
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

In answer to the Question: "Now, as you look at this list tell me which ones you would especially like to hear more about from the candidates running for state office?"

	<u>TOTAL</u>	<u>BY AREA</u>			<u>BY REGISTRATION</u>			<u>BY RELIGION</u>			<u>BY UNION AFFILIATION</u>		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non- Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying they would like to hear more about...	%	%	%	%	%	%	%	%	%	%	%	%	%
Actual delivery of California water from north to south	38.0	40.1	32.2	37.6	38.5	37.4	39.4	38.7	37.8	37.8	38.8	37.1	43.3
Giving the state legislature the right to control all parts of the state budget	33.1	34.8	29.5	30.5	35.7	31.3	31.5	32.2	33.6	31.5	32.3	33.2	38.9
Reapportionment of the state senate	31.7	35.4	25.1	23.8	31.8	30.4	40.6	28.4	33.1	30.0	31.4	31.8	32.2
Preventing water pollution	31.2	31.1	31.3	31.5	28.8	32.1	38.8	29.4	30.8	37.4	28.3	32.0	46.7
Cutting down on the number and size of state bureaus	28.2	29.3	25.9	26.2	29.9	26.6	30.3	25.1	29.2	28.5	24.8	29.5	40.0
Increasing state social welfare program	27.8	27.5	28.8	27.9	24.0	30.4	30.3	32.4	26.3	27.0	27.9	27.7	28.9
Getting more California made products sold overseas	24.3	25.1	23.0	22.8	25.1	23.6	24.8	28.6	22.6	25.6	24.7	23.3	36.7
Making more and better use of career employees who work for the state	24.1	25.6	21.1	22.1	24.0	23.9	27.3	26.3	23.5	23.3	21.2	25.9	24.4
Having the state legislature meet to work on state problems more often or have longer sessions	22.8	23.3	22.4	21.1	22.2	22.8	26.7	26.0	22.0	21.1	22.0	22.7	32.2
Better law enforcement on highways and freeways	20.6	20.0	21.5	22.1	18.7	21.6	24.2	22.3	20.1	20.0	20.7	20.1	28.9
Getting farm workers to join unions	20.3	19.4	20.9	23.8	14.2	24.4	23.6	22.5	18.5	25.9	24.0	17.7	26.7
Getting more state parks developed	19.3	18.8	19.5	21.5	16.9	20.4	24.2	19.5	19.4	18.1	18.7	18.8	32.2
None	<u>13.0</u>	<u>11.2</u>	<u>18.2</u>	<u>12.8</u>	<u>11.1</u>	<u>13.9</u>	<u>17.0</u>	<u>13.2</u>	<u>13.0</u>	<u>12.2</u>	<u>11.9</u>	<u>13.1</u>	<u>21.1</u>
	<u>334.4</u>	<u>341.6</u>	<u>319.4</u>	<u>323.7</u>	<u>320.9</u>	<u>338.8</u>	<u>378.7</u>	<u>344.6</u>	<u>329.9</u>	<u>338.4</u>	<u>326.7</u>	<u>332.9</u>	<u>432.2</u>

Sums of the columns exceed 100% and the base because of multiple answers.

Continued...

In answer to the Question: "Now, as you look at this list, tell me which ones you would especially like to hear more about from the candidates running for state office?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying they would like to hear more about...	%	%	%	%	%	%	%	%	%	%
Actual delivery of California water from north to south	38.0	38.5	37.5	40.4	37.4	33.2	38.7	30.9	35.9	38.8
Giving the state legislature the right to control all parts of the state budget	33.1	33.3	32.8	32.4	34.3	31.4	34.1	22.7	36.4	31.9
Reapportionment of the state senate	31.7	32.7	30.7	33.5	32.7	24.2	32.9	19.5	34.3	30.8
Preventing water pollution	31.2	31.6	30.9	32.2	28.8	35.2	31.4	29.5	27.9	32.3
Cutting down on the number and size of state bureaus	28.2	29.9	26.6	29.2	27.4	27.5	29.2	17.7	29.7	27.7
Increasing state social welfare program	27.8	28.3	27.4	30.2	26.3	25.5	27.3	32.7	29.5	27.2
Getting more California made products sold overseas	24.3	23.5	25.1	21.3	26.2	27.0	24.9	18.6	26.5	23.6
Making more and better use of career employees who work for the state	24.1	23.7	24.6	24.0	24.4	23.9	24.3	22.3	25.8	23.6
Having the state legislature meet to work on state problems more often or have longer sessions	22.8	24.0	21.7	20.8	24.6	23.4	23.5	16.4	24.0	22.4
Better law enforcement on highways and freeways	20.6	20.6	20.7	20.8	20.7	19.7	20.7	19.5	20.3	20.7
Getting farm workers to join unions	20.3	21.4	19.2	22.6	20.3	14.3	20.5	17.7	18.7	20.8
Getting more state parks developed	19.3	20.1	18.5	20.4	19.6	15.3	19.9	13.2	17.9	19.7
None	<u>13.0</u>	<u>13.4</u>	<u>12.6</u>	<u>10.5</u>	<u>13.9</u>	<u>17.1</u>	<u>12.6</u>	<u>16.8</u>	<u>14.3</u>	<u>12.5</u>
	334.4	341.0	328.3	338.3	336.6	317.7	340.0	277.7	341.2	332.0

Sums of the columns exceed 100% and the base because of multiple answers.

INTERNAL COMMUNISM

In answer to the Question: "Do you think that elected state officials should -- Have a definite state program to combat internal communist threats or leave the job to the Federal Government?"

	<u>TOTAL</u>	<u>BY AREA</u>			<u>BY REGISTRATION</u>			<u>BY RELIGION</u>			<u>BY UNION AFFILIATION</u>		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non- Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying officials should...	%	%	%	%	%	%	%	%	%	%	%	%	%
Have a definite state program	56.2	62.0	37.5	59.7	65.0	50.6	47.9	59.1	59.5	30.8	56.5	56.4	48.9
Leave job to Federal Government	36.6	31.0	53.9	34.6	30.2	41.0	39.4	33.3	33.9	59.6	35.6	37.1	37.8
Don't know	6.0	5.7	8.0	4.0	3.2	7.3	12.7	6.3	5.8	8.1	6.6	5.2	13.3
Both	<u>1.2</u>	<u>1.3</u>	<u>.6</u>	<u>1.7</u>	<u>1.6</u>	<u>1.1</u>	<u>-</u>	<u>1.3</u>	<u>.8</u>	<u>1.5</u>	<u>1.3</u>	<u>1.3</u>	<u>-</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Continued...

In answer to the Question: "Do you think that elected state officials should -- Have a definite state program to combat internal communist threats or leave the job to the Federal Government?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying officials should...	%	%	%	%	%	%	%	%	%	%
Have definite state program	56.2	54.7	57.6	57.0	55.6	55.6	57.5	43.6	54.9	56.6
Leave job to Federal Government	36.6	39.6	33.8	36.4	36.7	36.6	36.0	41.4	39.4	35.7
Don't know	6.0	4.6	7.3	6.2	5.5	6.8	5.2	14.5	4.4	6.5
Both	<u>1.2</u>	<u>1.1</u>	<u>1.3</u>	<u>.4</u>	<u>2.2</u>	<u>1.0</u>	<u>1.3</u>	<u>.5</u>	<u>1.3</u>	<u>1.2</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

In answer to the Questions: "Which of the candidates for Governor do you believe is best equipped to deal with the threat of internal communism?"

"Which of the candidates for Lieutenant Governor do you believe is best equipped to deal with the threat of internal communism?"

	<u>TOTAL</u>	<u>BY AREA</u>			<u>BY REGISTRATION</u>			<u>BY RELIGION</u>			<u>BY UNION AFFILIATION</u>		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non-Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying gubernatorial candidate best equipped to deal with communism is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Edmund C. (Pat) Brown	29.2	30.2	26.4	28.9	4.5	49.7	14.6	39.5	23.4	41.1	37.9	24.7	17.8
Richard M. Nixon	47.7	50.0	43.0	44.3	83.7	20.3	49.7	34.5	55.3	31.1	37.4	54.1	43.3
Same	1.6	1.1	2.0	2.7	1.0	1.8	2.4	1.4	1.1	4.4	.7	2.0	2.2
Neither	2.0	1.3	3.8	2.3	1.6	2.2	3.0	1.3	1.7	5.2	1.5	2.1	5.6
Depends	*	-	-	.3	-	*	-	-	.1	-	-	*	-
Don't know	19.5	17.4	24.8	21.5	9.2	26.0	30.3	23.3	18.4	18.2	22.5	17.1	31.1
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying best candidate for Lieutenant Governor to deal with communism is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Glenn M. Anderson	24.4	25.3	20.9	25.5	8.0	39.0	6.1	30.1	21.2	30.8	34.4	18.7	20.0
George Christopher	30.8	29.6	32.6	33.5	56.7	12.8	18.8	25.4	34.4	20.7	24.0	34.7	32.2
Same	.9	.5	1.5	2.0	.4	1.2	1.2	.9	.6	2.6	.3	1.2	1.1
Neither	.8	.3	2.6	.7	.4	.9	2.4	.5	.5	3.3	.2	1.0	3.3
Depends	*	-	-	.7	-	.1	.6	.2	.1	-	.1	.1	-
Don't know	43.1	44.3	42.4	37.6	34.5	46.0	70.9	42.9	43.2	42.6	41.0	44.3	43.4
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Continued...

*Less than one half of one percent.

In answer to the Questions: "Which of the candidates for Governor do you believe is best equipped to deal with the threat of internal communism?"

"Which of the candidates for Lieutenant Governor do you believe is best equipped to deal with the threat of internal communism?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying gubernatorial candidate best equipped to deal with communism is...	%	%	%	%	%	%	%	%	%	%
Edmund G. (Pat) Brown	29.2	30.4	28.0	32.1	25.9	30.4	26.9	52.7	21.1	31.9
Richard M. Nixon	47.7	46.5	48.8	42.7	51.4	51.2	50.5	19.5	58.3	44.2
Same	1.6	1.4	1.6	1.1	1.7	2.1	1.6	.9	1.0	1.7
Neither	2.0	2.5	1.6	2.9	1.6	.7	2.0	1.4	1.1	2.3
Depends	*	-	*	-	-	-	*	-	-	*
Don't know	19.5	19.2	20.0	21.2	19.4	15.6	19.0	25.5	18.5	19.9
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying best candidate for Lieutenant Governor to deal with communism is...	%	%	%	%	%	%	%	%	%	%
Glenn M. Anderson	24.4	27.4	21.5	27.6	21.2	24.2	24.1	27.3	20.8	25.6
George Christopher	30.8	30.8	30.7	26.8	32.0	37.9	32.5	13.2	38.5	28.2
Same	.9	.8	.9	1.2	1.0	-	.9	.9	.6	.9
Neither	.8	1.2	.6	1.3	.4	.5	.9	.5	.5	.9
Depends	*	.1	*	-	.2	-	*	-	-	.1
Don't know	43.1	39.7	46.3	43.1	45.2	37.4	41.6	58.1	39.6	44.3
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

*Less than one half of one percent.

In answer to the Questions: "Which of the candidates for Attorney General do you believe is best equipped to deal with the threats of internal communism?"

"Which of the candidates for U. S. Senator do you believe is best equipped to deal with the threats of internal communism?"

	<u>TOTAL</u>	<u>BY AREA</u>			<u>BY REGISTRATION</u>			<u>BY RELIGION</u>			<u>BY UNION AFFILIATION</u>		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non- Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying candidate for Attorney General best equipped to fight communism is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Stanley Mosk	38.8	39.2	33.2	47.0	17.8	56.1	26.7	48.3	33.4	50.0	47.6	33.6	37.8
Tom Coakley	21.3	22.0	21.7	16.8	43.4	5.6	13.3	15.0	25.0	13.0	15.2	24.8	23.3
Same	.9	.8	1.4	.7	.8	1.0	1.2	.3	.9	2.2	.5	1.2	-
Neither	.5	.2	1.4	.3	.4	.6	1.2	.3	.5	1.5	.1	.7	2.2
Don't know	38.5	37.8	42.3	35.2	37.6	36.7	57.6	36.1	40.2	33.3	36.6	39.7	36.7
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying candidate for U. S. Senator best equipped to fight communism is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Thomas H. Kuchel	36.6	34.6	37.0	46.6	55.6	24.2	21.8	31.7	40.5	24.1	31.5	39.6	37.8
Richard Richards	23.1	26.7	16.2	16.4	9.9	34.4	12.1	26.5	19.9	34.8	29.7	19.7	13.3
Same	.9	.5	1.8	1.7	.4	1.5	-	.9	.7	2.6	.4	1.3	-
Neither	1.1	.8	2.4	1.0	1.5	.7	2.4	1.0	.9	2.6	.6	1.4	3.3
Depends	.1	-	-	.4	-	.1	-	-	.1	-	.1	-	-
Don't know	38.2	37.4	42.6	33.9	32.6	39.1	63.7	39.9	37.9	35.9	37.7	38.0	45.6
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Continued...

In answer to the Questions: "Which of the candidates for Attorney General do you believe is best equipped to deal with the threats of internal communism?"

"Which of the candidates for U. S. Senator do you believe is best equipped to deal with the threats of internal communism?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying candidate for Attorney General best equipped to fight communism is...	%	%	%	%	%	%	%	%	%	%
Stanley Mosk	38.8	43.1	34.7	39.5	39.2	35.8	38.5	41.4	36.8	39.4
Tom Coakley	21.3	22.6	20.0	18.0	22.3	27.6	22.8	6.8	27.0	19.4
Same	.9	.9	.9	.9	1.0	.8	.9	.9	.3	1.1
Neither	.5	.8	.3	1.1	.2	-	.5	.4	.3	.6
Don't know	<u>38.5</u>	<u>32.6</u>	<u>44.1</u>	<u>40.5</u>	<u>37.3</u>	<u>35.8</u>	<u>37.3</u>	<u>50.5</u>	<u>35.6</u>	<u>39.5</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Percent saying candidate for U. S. Senator best equipped to fight communism is...	%	%	%	%	%	%	%	%	%	%
Thomas Kuchel	36.6	38.9	34.5	31.1	39.7	42.7	38.9	14.1	45.6	33.6
Richard Richards	23.1	22.9	23.2	23.4	22.2	24.8	22.3	31.4	19.8	24.2
Same	.9	.9	1.0	1.1	.9	.8	.9	1.4	.2	1.1
Neither	1.1	1.5	.8	1.9	.7	.2	1.2	.4	1.6	1.0
Depends	.1	.1	-	-	.1	-	.1	-	-	.1
Don't know	<u>38.2</u>	<u>35.7</u>	<u>40.5</u>	<u>42.5</u>	<u>36.4</u>	<u>31.5</u>	<u>36.6</u>	<u>52.7</u>	<u>32.8</u>	<u>40.0</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

WELFARE PROGRAMS

In answer to the Question: "California has a variety of programs for aid to the aged -- aid to widows and orphans -- aid to the unemployed-- disabled -- and aid to the needy children. Do you feel that the state is carrying these programs too far -- doing about the right amount -- or not doing enough?"

	<u>TOTAL</u>	<u>BY AREA</u>			<u>BY REGISTRATION</u>			<u>BY RELIGION</u>			<u>BY UNION AFFILIATION</u>		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Non- Member	Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying California aid programs are...	%	%	%	%	%	%	%	%	%	%	%	%	%
Carried too far	25.3	23.9	23.3	36.2	38.9	16.4	14.5	20.2	29.2	13.3	21.0	27.3	34.4
Doing about right amount	46.3	47.0	43.5	47.7	42.8	47.9	54.0	46.3	48.0	35.9	48.2	45.9	34.4
Not doing enough	16.9	16.5	23.3	7.4	8.1	23.9	14.5	20.9	11.7	39.3	20.9	14.1	24.5
Don't know	<u>11.5</u>	<u>12.6</u>	<u>9.9</u>	<u>8.7</u>	<u>10.2</u>	<u>11.8</u>	<u>17.0</u>	<u>12.6</u>	<u>11.1</u>	<u>11.5</u>	<u>9.9</u>	<u>12.7</u>	<u>6.7</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Continued...

In answer to the Question: "California has a variety of programs for aid to the aged -- aid to widows and orphans -- aid to the unemployed-- disabled -- and aid to the needy children. Do you feel that the state is carrying these programs too far -- doing about the right amount -- or not doing enough?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying California aid programs are...	%	%	%	%	%	%	%	%	%	%
Carried too far	25.3	26.6	24.1	23.6	27.2	24.8	26.8	10.5	33.1	22.6
Doing about right amount	46.3	47.2	45.4	47.3	46.0	44.4	45.4	55.5	44.0	47.1
Not doing enough	16.9	15.8	18.0	19.5	14.5	16.6	15.9	26.8	14.0	17.9
Don't know	<u>11.5</u>	<u>10.4</u>	<u>12.5</u>	<u>9.6</u>	<u>12.3</u>	<u>14.2</u>	<u>11.9</u>	<u>7.2</u>	<u>8.9</u>	<u>12.4</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

answer to the questions.

governor Brown has said that he favors an increase in social security taxes. Richard Nixon has said he favors the continuation of voluntary cooperation between the state and federal government. On this particular issue, which of the candidates do you agree with, Brown or Nixon?"

"There are many considerations involved in whether or not the federal government should pass a program of financing medical care for the aged. Here is a card showing some of the things which are involved. Now let's just suppose for a minute that you are in favor of such a plan. On this list would you show me what you think is the argument which would impress you most?"

	TOTAL	BY AREA			BY REGISTRATION			BY RELIGION			BY UNION AFFILIATION		
		Southern Counties	Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non-Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying on the issue of medical care they agree with...	%	%	%	%	%	%	%	%	%	%	%	%	%
Edmund G. (Pat) Brown	41.4	39.4	43.7	47.3	12.8	63.1	40.0	47.2	34.8	67.5	51.3	35.9	32.2
Richard M. Nixon	47.1	48.2	45.3	44.6	79.2	23.3	44.2	38.2	53.6	28.1	34.4	54.5	52.2
Don't know	<u>11.5</u>	<u>12.4</u>	<u>11.0</u>	<u>8.1</u>	<u>8.0</u>	<u>13.6</u>	<u>15.8</u>	<u>14.6</u>	<u>11.6</u>	<u>4.4</u>	<u>14.3</u>	<u>9.6</u>	<u>15.6</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying best argument FOR government medical care is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Medical costs are too high	39.0	41.2	32.1	40.3	41.3	37.2	40.0	40.2	39.1	36.7	39.6	38.8	35.6
Some elderly people say they cannot pay their medical bills	19.6	18.8	19.3	24.2	19.7	19.6	18.2	18.5	21.1	12.6	18.3	20.9	8.9
The medicare plan is the cheapest way of solving the problem	12.2	11.7	15.1	9.4	7.8	15.6	11.5	9.9	12.0	18.1	14.0	10.5	22.2
Elderly people have the right to have their medical bills paid	8.1	8.2	7.4	9.0	6.1	9.9	6.1	9.8	7.0	11.1	10.0	7.4	2.2
Not enough people care about the elderly	5.9	5.8	6.0	6.3	4.6	6.6	9.1	6.6	5.5	6.7	6.4	5.5	7.8
Some children say their parents' medical expenses are a burden to them	4.4	4.2	5.1	3.7	4.8	4.1	4.2	4.2	4.4	4.8	4.7	3.9	10.0
None	5.9	6.3	6.2	3.4	10.3	2.7	4.8	4.4	6.7	4.4	3.2	7.3	10.0
Don't know	<u>4.9</u>	<u>3.8</u>	<u>8.8</u>	<u>3.7</u>	<u>5.4</u>	<u>4.3</u>	<u>6.1</u>	<u>6.4</u>	<u>4.2</u>	<u>5.6</u>	<u>3.8</u>	<u>5.7</u>	<u>3.3</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

In answer to the Questions: "Governor Brown has said that he favors the cumulsory program to finance medical care for the aged through an increase in social security taxes. Richard Nixon has said he favors the continuation of the present system of voluntary cooperation between the state and federal government. On this particular issue, which of the candidates do you agree with, Brown or Nixon?"

"There are many considerations involved in whether or not the federal government should pass a program of financing medical care for the aged. Here is a card showing some of the things which are involved. Now let's just suppose for a minute that you are in favor of such a plan. On this list would you show me what you think is the argument which would impress you most?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying on the issue of medical care they agree with...	%	%	%	%	%	%	%	%	%	%
Edmund G. (Pat) Brown	41.4	43.0	39.8	41.8	39.0	46.8	39.1	64.5	30.8	44.9
Richard M. Nixon	47.1	46.6	47.7	46.5	49.7	41.8	49.8	20.0	59.3	43.0
Don't know	<u>11.5</u>	<u>10.4</u>	<u>12.5</u>	<u>11.7</u>	<u>11.3</u>	<u>11.4</u>	<u>11.1</u>	<u>15.5</u>	<u>9.9</u>	<u>12.1</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Percent saying best argument FOR government medical care is...	%	%	%	%	%	%	%	%	%	%
Medical costs are too high	39.0	40.2	37.9	37.8	39.3	41.3	39.1	38.2	36.7	39.7
Some elderly people say they cannot pay their medical bills	19.6	18.6	20.4	23.5	16.5	17.4	19.4	21.4	21.3	19.0
The medicare plan is the cheapest way of solving the problem	12.2	13.7	10.8	8.5	14.6	15.6	12.7	7.3	14.6	11.4
Elderly people have the right to have their medical bills paid	8.1	8.5	7.8	8.2	7.9	8.6	8.0	9.1	7.6	8.3
Not enough people care about the elderly	5.9	4.7	7.0	6.5	5.9	4.4	5.6	8.6	4.9	6.3
Some children say their parents' medical expenses are a burden to them	4.4	3.2	5.5	5.6	4.0	2.3	4.2	6.8	4.7	4.3
None	5.9	6.2	5.7	6.0	6.3	4.7	6.4	.9	7.3	5.4
Don't know	<u>4.9</u>	<u>4.9</u>	<u>4.9</u>	<u>3.9</u>	<u>5.5</u>	<u>5.7</u>	<u>4.6</u>	<u>7.7</u>	<u>2.9</u>	<u>5.6</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

In answer to the Question: "Now let's just suppose you are against such a plan for paying for the aged medical bills. On this list would you show me what you think is the best argument which would impress you most?"

	TOTAL	BY AREA			BY REGISTRATION			BY RELIGION			BY UNION AFFILIATION		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Non-Member	Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying best argument AGAINST government medical care is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Plan would not cover all the aged people who needed care	18.6	20.3	16.8	13.1	13.4	22.2	21.2	18.8	18.2	20.4	21.8	16.9	15.6
Plan would cover a great many people who can afford to pay their own bills	18.4	17.3	21.1	19.1	17.1	18.9	21.2	17.6	19.4	14.1	19.4	17.8	17.8
The doctors have said the plan will lead to socialized medicine	15.2	16.0	13.6	13.4	16.6	13.2	21.8	16.0	15.2	13.3	14.5	15.5	15.6
Our taxes are high enough already	10.9	11.0	9.7	13.1	11.8	10.7	7.3	13.1	9.9	12.2	12.2	9.9	14.4
There is already a federal/state plan to take care of aged people who need care	6.7	6.5	5.8	9.4	9.0	5.0	6.7	5.2	7.1	8.2	4.7	8.3	2.2
There are already ways for people to get voluntary health insurance which will cover their illnesses	5.6	6.3	3.8	5.4	7.8	4.0	6.1	4.2	6.3	4.4	2.7	6.9	12.2
Medicare plan is the most expensive way of solving the problem	4.3	4.4	4.6	3.0	5.6	3.2	4.2	3.5	5.2	.4	3.3	4.7	6.7
People ought to plan ahead so they can cope with these medical costs	4.2	3.7	4.7	6.4	4.1	4.6	2.4	3.8	4.5	3.7	4.0	4.4	4.4
Congress has refused to pass the bill	3.2	3.4	2.4	3.4	2.6	3.8	1.8	4.0	2.5	5.2	3.9	2.7	3.3
None	6.6	5.9	6.9	9.7	3.6	9.6	1.2	7.5	5.1	13.7	7.9	5.9	5.6
Don't know	<u>6.3</u>	<u>5.2</u>	<u>10.6</u>	<u>4.0</u>	<u>8.4</u>	<u>4.8</u>	<u>6.1</u>	<u>6.3</u>	<u>6.6</u>	<u>4.4</u>	<u>5.6</u>	<u>7.0</u>	<u>2.2</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Continued.

In answer to the Question: "Now let's just suppose you are against such a plan for paying for the aged medical bills. On this list would you show me what you think is the best argument which would impress you most?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying best argument AGAINST government medical care is...	%	%	%	%	%	%	%	%	%	%
Plan would not cover all the aged people who needed care	18.6	17.2	20.0	19.5	17.7	18.7	18.6	18.6	14.9	19.9
Plan would cover a great many people who can afford to pay their own bills	18.4	18.1	18.5	20.8	17.7	13.5	18.3	18.6	15.7	19.3
The doctors have said the plan will lead to socialized medicine	15.2	14.0	16.2	15.4	16.5	10.9	15.6	10.5	17.3	14.5
Our taxes are high enough already	10.9	11.8	10.1	10.4	10.8	13.0	10.4	15.5	11.0	10.9
There is already a federal/state plan to take care of aged people who need care	6.7	6.2	7.3	6.3	6.5	8.6	6.8	6.4	11.4	5.1
There are already ways for people to get voluntary health insurance which will cover their illnesses	5.6	6.0	5.3	5.7	6.1	4.2	6.1	.9	8.1	4.8
Medicare plan is the most expensive way of solving the problem	4.3	5.0	3.6	4.6	4.2	3.6	4.3	4.1	4.9	4.0
People ought to plan ahead so they can cope with these medical costs	4.2	4.6	3.9	3.8	5.0	3.1	4.2	5.0	5.5	3.8
Congress has refused to pass the bill	3.2	4.4	2.0	2.6	3.0	5.2	3.2	3.2	2.6	3.4
None	6.6	7.0	6.2	4.8	7.1	9.8	6.4	8.6	4.7	7.2
Don't know	<u>6.3</u>	<u>5.7</u>	<u>6.9</u>	<u>6.1</u>	<u>5.4</u>	<u>9.4</u>	<u>6.1</u>	<u>8.6</u>	<u>3.9</u>	<u>7.1</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

In answer to the Questions: "Now, of the two arguments which you have picked as the best, which one of the two comes closest to the way you personally feel -- the argument for or the argument against?"

"President Kennedy has said that he intends to campaign to a large extent in support of candidates who favor Medicare. As of now, do you favor Medicare, oppose it, or do you not have a strong feeling one way or the other?"

"If President Kennedy campaigns for Medicare in California, do you feel it will help or hurt Governor Brown?"

	TOTAL	BY AREA			BY REGISTRATION			BY RELIGION			BY UNION AFFILIATION		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non-Member	Refused
Number of respondents choosing best argument for and against Medicare	<u>1319</u>	<u>657</u>	<u>414</u>	<u>248</u>	<u>511</u>	<u>713</u>	<u>95</u>	<u>311</u>	<u>862</u>	<u>146</u>	<u>503</u>	<u>761</u>	<u>55</u>
Percent saying one closest to personal feeling is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Argument in favor	53.2	52.1	58.5	50.0	30.1	69.6	55.7	58.5	48.7	69.0	58.9	49.6	52.6
Argument opposed	39.9	41.9	32.4	42.3	64.3	22.7	35.7	35.6	43.9	24.8	30.9	45.4	42.3
Don't know	<u>6.9</u>	<u>6.0</u>	<u>9.1</u>	<u>7.7</u>	<u>5.6</u>	<u>7.7</u>	<u>8.6</u>	<u>5.9</u>	<u>7.4</u>	<u>6.2</u>	<u>10.2</u>	<u>5.0</u>	<u>5.1</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying their present feeling toward Medicare is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Favorable	43.1	43.9	44.4	36.9	18.3	61.2	47.2	47.0	37.3	68.9	52.1	37.8	42.2
Opposed	34.7	37.0	27.7	34.9	62.0	15.1	26.7	28.4	40.3	14.8	24.8	40.7	32.2
No strong feelings	18.1	16.1	19.9	25.2	15.7	19.6	20.6	19.9	18.6	11.1	17.7	18.3	17.8
Don't know	<u>4.1</u>	<u>3.0</u>	<u>8.0</u>	<u>3.0</u>	<u>4.0</u>	<u>4.1</u>	<u>5.5</u>	<u>4.7</u>	<u>3.8</u>	<u>5.2</u>	<u>5.4</u>	<u>3.2</u>	<u>7.8</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Percent saying campaign for Medicare by President Kennedy will...	%	%	%	%	%	%	%	%	%	%	%	%	%
Help Governor Brown	48.5	48.6	48.5	48.0	37.3	58.7	35.2	50.2	45.8	60.4	52.0	46.2	51.1
Hurt him	17.7	18.9	14.9	16.4	27.8	10.8	12.1	15.5	19.7	10.7	13.5	20.6	11.1
Don't know	<u>33.8</u>	<u>32.5</u>	<u>36.6</u>	<u>35.6</u>	<u>34.9</u>	<u>30.5</u>	<u>52.7</u>	<u>34.1</u>	<u>34.5</u>	<u>28.9</u>	<u>34.5</u>	<u>33.2</u>	<u>37.8</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Continued...

In answer to the Questions: "Now, of the two arguments which you have picked as the best, which one of the two comes closest to the way you personally feel -- the argument for or the argument against?"

"President Kennedy has said that he intends to campaign to a large extent in support of candidates who favor Medicare. As of now, do you favor Medicare, oppose it, or do you not have a strong feeling one way or the other?"

"If President Kennedy campaigns for Medicare in California, do you feel it will help or hurt Governor Brown?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents choosing best argument for and against Medicare	<u>1319</u>	<u>645</u>	<u>674</u>	<u>581</u>	<u>554</u>	<u>184</u>	<u>1198</u>	<u>121</u>	<u>366</u>	<u>953</u>
Percent saying one closest to personal feeling is...	%	%	%	%	%	%	%	%	%	%
Argument in favor	53.2	53.0	53.2	54.8	50.0	57.4	51.4	70.6	41.3	57.4
Argument opposed	39.9	41.2	38.8	38.7	42.0	37.5	41.4	25.5	53.5	35.1
Don't know	<u>6.9</u>	<u>5.8</u>	<u>8.0</u>	<u>6.5</u>	<u>8.0</u>	<u>5.1</u>	<u>7.2</u>	<u>3.9</u>	<u>5.2</u>	<u>7.5</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying their present feeling toward Medicare is...	%	%	%	%	%	%	%	%	%	%
Favorable	43.1	44.2	42.1	44.0	40.7	47.5	41.2	61.8	32.5	46.7
Opposed	34.7	35.4	34.0	33.0	37.1	32.5	36.8	13.2	47.9	30.2
No strong feelings	18.1	17.4	18.7	18.9	18.0	16.1	18.0	19.1	16.2	18.7
Don't know	<u>4.1</u>	<u>3.0</u>	<u>5.2</u>	<u>4.1</u>	<u>4.2</u>	<u>3.9</u>	<u>4.0</u>	<u>5.9</u>	<u>3.4</u>	<u>4.4</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying campaign for Medicare by President Kennedy will...	%	%	%	%	%	%	%	%	%	%
Help Governor Brown	48.5	50.4	46.7	49.6	46.7	50.1	47.8	56.3	47.4	48.8
Hurt him	17.7	20.3	15.2	18.7	17.1	16.9	18.1	13.2	21.9	16.3
Don't know	<u>33.8</u>	<u>29.3</u>	<u>38.1</u>	<u>31.7</u>	<u>36.2</u>	<u>33.0</u>	<u>34.1</u>	<u>30.5</u>	<u>30.7</u>	<u>34.9</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

BUSINESS CLIMATE

In answer to the Questions: "Some people say that the state budget in the next few years is likely to keep on increasing. Others say that with careful attention the state can hold down budgets. Which do you think is closest to the truth -- that the state budget will be increasing or that it will be held down?"

"If the state budget increases very much, many people believe it will be necessary to raise state taxes...if it had to be a tax which the people as individuals had to pay, which of the following do you think your friends would object to least?"

	TOTAL	BY AREA			BY REGISTRATION			BY RELIGION			BY UNION AFFILIATION		
		Southern Counties	Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non-Member	Refused
Number of respondents	1641	794	549	298	652	876	113	388	1063	190	609	968	64
Percent saying that state budget will...	%	%	%	%	%	%	%	%	%	%	%	%	%
Keep increasing	70.1	71.0	67.0	70.5	66.0	72.6	74.5	64.1	70.9	77.8	67.5	71.3	74.5
Be held down	17.7	17.4	17.9	18.8	21.2	16.2	7.9	22.1	16.8	13.0	16.3	18.9	11.1
Don't know	12.2	11.6	15.1	10.7	12.8	11.2	17.6	13.8	12.3	9.2	16.2	9.8	14.4
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Percent saying they would object least to...	%	%	%	%	%	%	%	%	%	%	%	%	%
Increased liquor tax	48.2	51.4	41.6	42.6	49.7	48.4	37.0	44.2	50.5	42.1	44.7	50.2	46.7
Increased cigarette tax	25.9	27.9	24.8	16.8	27.3	25.6	18.8	20.2	28.2	23.3	23.9	27.5	15.6
Increased beer tax	24.7	27.7	20.2	17.1	26.4	24.1	19.4	20.6	27.6	16.7	20.2	27.4	23.3
Would object to all	20.6	18.3	24.8	25.2	21.0	19.0	30.3	24.9	18.9	21.5	21.3	20.1	21.1
Increased income tax	6.3	5.3	8.4	8.1	5.8	6.9	4.8	4.4	6.5	9.3	4.9	7.4	3.3
Increased retail sales tax	6.2	6.0	5.5	8.7	6.6	5.7	8.5	4.7	6.9	5.9	6.2	6.5	3.3
Extend retail sales tax to include groceries	2.3	2.1	3.1	2.0	3.7	1.2	3.0	1.6	2.5	3.0	2.3	2.4	2.2
Would object to none	2.2	2.0	2.2	3.4	2.5	2.3	-	3.1	1.8	2.6	3.0	1.6	5.6
Don't know	4.1	4.5	3.1	4.0	3.0	4.7	6.7	7.0	2.9	5.6	5.7	3.3	3.3
	140.5	145.2	133.7	127.9	146.0	137.9	128.5	130.7	145.8	130.0	132.2	146.4	124.4

Continued...

Sums of the columns may exceed 100% and the base because of multiple answers.

In answer to the Questions: "Some people say that the state budget in the next few years is likely to keep on increasing. Others say that with careful attention the state can hold down budgets. Which do you think is closest to the truth -- that the state budget will be increasing or that it will be held down?"

"If the state budget increases very much, many people believe it will be necessary to raise state taxes...if it had to be a tax which the people as individuals had to pay, which of the following do you think your friends would object to least?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying that state budget will...	%	%	%	%	%	%	%	%	%	%
Keep increasing	70.1	72.3	67.9	74.2	70.0	59.2	70.2	68.7	70.4	69.9
Be held down	17.7	16.7	18.6	16.3	16.9	23.4	18.2	11.8	20.5	16.7
Don't know	12.2	11.0	13.5	9.5	13.1	17.4	11.6	19.5	9.1	13.4
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying they would object least to...	%	%	%	%	%	%	%	%	%	%
Increased liquor tax	48.2	44.6	51.4	48.2	47.6	49.8	48.9	41.7	52.7	46.6
Increased cigarette tax	25.9	25.0	26.7	22.7	27.5	29.3	26.5	18.2	28.7	24.8
Increased beer tax	24.7	23.3	26.1	22.0	26.1	28.1	25.1	21.4	30.2	22.9
Would object to all	20.6	20.5	20.6	19.3	20.6	23.6	20.0	25.9	19.2	21.1
Increased income tax	6.3	8.1	4.6	7.8	5.7	4.2	6.4	5.5	6.3	6.3
Increased retail sales tax	6.2	7.9	4.7	5.6	7.6	4.2	6.5	3.2	6.3	6.2
Extend retail sales tax to include groceries	2.3	2.5	2.2	3.1	1.5	2.6	2.4	1.4	3.4	2.0
Would object to none	2.2	2.5	1.9	1.7	2.6	2.6	2.3	1.8	1.1	2.6
Don't know	4.1	4.4	3.9	3.8	4.0	5.5	3.8	7.7	1.8	4.9
	<u>140.5</u>	<u>138.8</u>	<u>142.1</u>	<u>134.2</u>	<u>143.2</u>	<u>149.9</u>	<u>141.9</u>	<u>126.8</u>	<u>149.7</u>	<u>137.4</u>

Sums of the columns may exceed 100% and the base because of multiple answers.

In answer to the Question: "You sometimes hear that any additional taxes on business will tend to discourage business coming into or expanding within California. Do you tend to agree or disagree with this statement?"

	<u>TOTAL</u>	<u>BY AREA</u>			<u>BY REGISTRATION</u>			<u>BY RELIGION</u>			<u>BY UNION AFFILIATION</u>		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non- Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying they...	%	%	%	%	%	%	%	%	%	%	%	%	%
Agree	61.0	61.5	54.9	70.4	71.5	53.9	55.7	59.4	63.2	52.2	56.2	64.0	61.1
Disagree	27.7	28.3	29.1	21.5	19.5	33.9	27.3	29.3	25.8	35.2	31.5	25.4	27.8
Don't know	11.3	10.2	16.0	8.1	9.0	12.2	17.0	11.3	11.0	12.6	12.3	10.6	11.1
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Continued...

In answer to the Question: "You sometimes hear that any additional taxes on business will tend to discourage business coming into or expanding within California. Do you tend to agree or disagree with this statement?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying they...	%	%	%	%	%	%	%	%	%	%
Agree	61.0	64.5	57.9	56.5	63.6	66.2	61.9	52.7	69.5	58.2
Disagree	27.7	27.2	28.1	31.3	25.7	23.4	27.7	27.3	22.1	29.6
Don't know	<u>11.3</u>	<u>8.3</u>	<u>14.0</u>	<u>12.2</u>	<u>10.6</u>	<u>10.4</u>	<u>10.4</u>	<u>20.0</u>	<u>8.4</u>	<u>12.2</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

In answer to the Questions: "Do you feel that the task of creating new jobs in the state is very important, fairly important, or not too important?"

"Which of the candidates for Governor do you feel would be best able to deal with the problem of creating new jobs, Brown or Nixon?"

	<u>TOTAL</u>	<u>BY AREA</u>			<u>BY REGISTRATION</u>			<u>BY RELIGION</u>			<u>BY UNION AFFILIATION</u>		
		Central			Republican	Democrat	Other	Catholic	Protestant	Other	Non-		
		Southern Counties	Coast Counties	Valley Counties							Member	Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying task of creating new jobs is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Very important	75.1	75.1	72.5	79.5	70.0	79.5	71.5	76.4	73.4	82.2	79.1	72.7	73.4
Fairly important	13.2	12.7	14.0	13.1	16.5	10.1	15.2	12.5	14.5	5.6	11.8	13.8	13.3
Not too important	9.6	10.1	10.9	6.7	11.7	8.3	10.9	8.7	10.5	8.5	8.1	10.9	10.0
Don't know	2.1	2.1	2.6	.7	1.8	2.1	2.4	2.4	1.6	3.7	1.0	2.6	3.3
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying candidate best able to deal with problem of creating new jobs is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Edmund G. (Pat) Brown	40.8	39.2	43.9	43.6	9.6	66.5	24.9	52.6	33.7	57.0	52.4	34.1	36.7
Richard M. Nixon	38.2	40.7	33.3	33.9	72.8	12.7	33.3	25.6	45.5	21.9	27.5	44.2	44.4
Same	1.5	1.5	.9	2.4	1.3	1.3	3.0	1.4	1.3	3.0	.8	2.0	-
Neither	1.3	1.1	1.1	2.7	1.2	1.3	1.8	1.2	1.3	1.8	1.3	1.2	3.3
Depends	.1	-	.4	.7	.2	.1	-	.4	.1	-	-	.3	-
Don't know	18.1	17.5	20.4	16.7	14.9	18.1	37.0	18.8	18.1	16.3	18.0	18.2	15.6
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Continued...

In answer to the Questions: "Do you feel that the task of creating new jobs in the state is very important, fairly important or not too important?"

"Which of the candidates for Governor do you feel would be best able to deal with the problem of creating new jobs, Brown or Nixon?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying task of creating new jobs is...	%	%	%	%	%	%	%	%	%	%
Very important	75.1	76.0	74.1	73.1	76.0	77.7	74.0	85.9	72.7	75.8
Fairly important	13.2	11.1	14.9	15.7	12.5	7.5	13.5	8.2	13.6	12.9
Not too important	9.6	11.1	8.7	9.3	10.0	10.9	10.5	3.6	12.7	8.9
Don't know	2.1	1.8	2.3	1.9	1.5	3.9	2.0	2.3	1.0	2.4
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying candidate best able to deal with problem of creating new jobs is...	%	%	%	%	%	%	%	%	%	%
Edmund G. (Pat) Brown	40.8	42.9	38.8	45.5	37.5	36.9	38.4	64.9	33.0	43.3
Richard M. Nixon	38.2	37.4	38.9	34.1	40.2	43.6	40.7	13.2	47.4	35.1
Same	1.5	1.5	1.4	1.2	1.8	1.3	1.5	.9	1.8	1.4
Neither	1.3	1.3	1.4	1.5	1.2	1.3	1.4	.5	1.1	1.4
Depends	.1	.1	.2	.2	.2	-	.2	-	.5	.1
Don't know	18.1	16.8	19.3	17.5	19.1	16.9	17.8	20.5	16.2	18.7
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

In answer to the Questions: "How important do you feel it is that new industry be attracted to California--very important, fairly important or not too important?"

"Which of the candidates for Governor do you feel would be best able to attract new industry to California, Brown or Nixon?"

	<u>TOTAL</u>	<u>BY AREA</u>			<u>BY REGISTRATION</u>			<u>BY RELIGION</u>			<u>BY UNION AFFILIATION</u>		
		Southern Counties	Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non-Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying attracting new industry is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Very important	74.0	72.4	74.2	82.6	72.3	75.9	80.0	73.7	73.8	76.3	77.4	72.3	70.0
Fairly important	15.8	17.2	13.8	11.7	15.9	15.5	19.0	16.7	16.0	13.0	14.5	16.5	16.7
Not too important	7.6	8.0	8.7	3.7	9.2	6.2	8.0	7.3	7.8	7.0	5.9	8.9	2.2
Don't know	2.6	2.4	3.3	2.0	2.6	2.4	3.0	2.3	2.4	3.7	2.2	2.3	11.1
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying candidate best able to attract new industry is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Edmund G. (Pat) Brown	34.4	34.3	33.7	36.2	5.7	58.4	17.0	46.9	28.0	45.9	46.7	27.2	31.1
Richard M. Nixon	44.6	45.7	42.8	42.3	76.4	21.2	41.2	29.1	52.7	30.4	32.9	51.4	48.9
Same	1.4	1.3	.9	2.7	1.2	1.2	1.2	1.6	.9	3.3	.9	1.7	-
Neither	.9	.7	.5	2.0	.9	.7	1.2	.7	.8	1.1	.5	1.0	3.3
Depends	.1	-	.2	1.0	-	.1	1.8	.3	.1	-	.1	.2	-
Don't know	18.6	18.0	21.9	15.8	15.8	18.4	37.6	21.4	17.5	19.3	18.9	18.5	16.7
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Continued...

In answer to the Questions: "How important do you feel it is that new industry be attracted to California--very important, fairly important or not too important?"

"Which of the candidates for Governor do you feel would be best able to attract new industry to California, Brown or Nixon?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying attracting new industry is...	%	%	%	%	%	%	%	%	%	%
Very important	74.0	76.5	71.8	71.2	75.2	78.1	73.7	77.3	77.2	72.9
Fairly important	15.8	15.1	16.4	18.7	14.8	11.2	16.2	12.3	13.0	16.8
Not too important	7.6	5.9	9.2	8.3	7.5	6.0	7.8	5.9	7.0	7.8
Don't know	2.6	2.5	2.6	1.8	2.5	4.7	2.3	4.5	2.8	2.5
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying candidates best able to attract new industry is...	%	%	%	%	%	%	%	%	%	%
Edmund G. (Pat) Brown	34.4	36.7	32.2	36.0	32.4	35.3	31.7	61.3	26.9	36.9
Richard M. Nixon	44.6	45.6	43.6	43.8	45.5	44.4	46.9	21.8	54.7	41.1
Same	1.4	1.9	.9	.6	2.0	1.6	1.4	1.4	1.3	1.4
Neither	.9	.8	1.0	.8	1.0	.8	.9	-	.5	1.0
Depends	.1	-	.3	.1	.3	-	.2	-	.2	.2
Don't know	18.6	15.0	22.0	18.7	18.8	17.9	18.9	15.5	16.4	19.4
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

OTHER CONTROVERSIAL ISSUES

In answer to the Question: "How do you feel California is meeting the state's needs in education--doing about the right amount--not doing enough--or doing too much?"

	<u>TOTAL</u>	<u>BY AREA</u>			<u>BY REGISTRATION</u>			<u>BY RELIGION</u>			<u>BY UNION AFFILIATION</u>		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Non- Member	Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying California is doing...	%	%	%	%	%	%	%	%	%	%	%	%	%
Right amount in education	45.7	45.8	41.9	52.0	52.0	41.4	42.4	42.0	48.6	36.7	43.6	47.4	38.9
Not enough	41.6	39.8	48.3	38.9	34.0	47.6	40.0	44.1	38.6	54.1	44.2	39.6	49.9
Too much	4.4	5.0	3.8	1.7	7.3	2.4	1.8	4.7	4.5	2.6	3.8	4.6	5.6
Don't know	<u>8.3</u>	<u>9.4</u>	<u>6.0</u>	<u>7.4</u>	<u>6.7</u>	<u>8.6</u>	<u>15.8</u>	<u>9.2</u>	<u>8.3</u>	<u>6.6</u>	<u>8.4</u>	<u>8.4</u>	<u>5.6</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Continued...

In answer to the Question: "How do you feel California is meeting the state's needs in education--doing about the right amount--not doing enough--or doing too much?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying California is doing...	%	%	%	%	%	%	%	%	%	%
Right amount in education	45.7	49.5	42.1	45.5	45.9	45.7	45.6	46.4	48.1	44.8
Not enough	41.6	38.7	44.4	44.5	41.9	33.0	41.4	43.6	39.6	42.2
Too much	4.4	4.4	4.3	2.8	4.5	8.3	4.8	-	6.3	3.9
Don't know	<u>8.3</u>	<u>7.4</u>	<u>9.2</u>	<u>7.2</u>	<u>7.7</u>	<u>13.0</u>	<u>8.2</u>	<u>10.0</u>	<u>6.0</u>	<u>9.1</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

In answer to the Questions: "FBI statistics show that California is one of the leaders in the nation in the percentage increase in crime of all types. Do you feel that this is a problem that elected State officials in California must deal with or not?"

"Just on this one issue by itself which of the candidates for Governor do you feel is most aware of this problem and would do the most about it, Brown or Nixon?"

"Which of the candidates for Attorney General do you feel is most aware of this problem and would do the most about it, Mosk or Coakley?"

	TOTAL	BY AREA			BY REGISTRATION			BY RELIGION			BY UNION AFFILIATION		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non-Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying increased crime rate is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Problem for state officials	85.0	87.3	78.9	84.2	84.7	86.2	80.0	85.5	84.5	86.7	84.2	85.2	90.0
Not a problem	10.5	8.7	15.1	11.4	11.7	9.0	13.3	10.3	10.4	11.5	11.0	10.4	6.7
Don't know	<u>4.5</u>	<u>4.0</u>	<u>6.0</u>	<u>4.4</u>	<u>3.6</u>	<u>4.8</u>	<u>6.7</u>	<u>4.2</u>	<u>5.1</u>	<u>1.8</u>	<u>4.8</u>	<u>4.4</u>	<u>3.3</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of respondents who feel crime rate is a problem for state officials	<u>1377</u>	<u>693</u>	<u>433</u>	<u>251</u>	<u>546</u>	<u>744</u>	<u>87</u>	<u>326</u>	<u>889</u>	<u>162</u>	<u>511</u>	<u>809</u>	<u>57</u>
Percent saying gubernatorial candidate most aware of this problem is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Edmund G. (Pat) Brown	42.6	40.7	47.6	44.2	11.4	67.4	28.0	54.8	34.8	61.5	53.7	36.2	39.5
Richard M. Nixon	38.6	41.7	30.5	35.1	74.4	12.7	32.6	25.1	47.2	17.1	28.0	44.4	44.5
Same	1.3	1.0	2.3	1.6	1.7	1.2	.8	.6	1.0	4.7	.8	1.8	-
Neither	1.9	1.6	2.3	3.2	1.5	2.0	3.8	1.8	2.2	.9	1.4	2.1	-
Depends	-	-	-	.4	-	-	.8	-	.1	-	.1	-	3.7
Don't know	<u>15.6</u>	<u>15.0</u>	<u>17.3</u>	<u>15.5</u>	<u>11.0</u>	<u>16.7</u>	<u>34.0</u>	<u>17.7</u>	<u>14.7</u>	<u>15.8</u>	<u>16.0</u>	<u>15.5</u>	<u>12.3</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying candidate for Attorney General most aware of this is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Stanley Mosk	43.6	41.6	45.3	52.2	20.1	62.5	31.0	51.7	38.0	59.0	54.4	37.3	43.2
Tom Coakley	18.9	19.3	19.3	15.9	39.5	4.8	9.1	14.7	21.8	11.5	13.7	22.0	19.8
Same	.5	.3	.7	1.6	.5	.4	2.3	.2	.4	1.7	-	.9	-
Neither	.3	.1	.7	-	.1	.3	.8	.2	.2	.4	.1	.2	1.2
Don't know	<u>36.7</u>	<u>38.7</u>	<u>34.0</u>	<u>30.3</u>	<u>39.8</u>	<u>32.0</u>	<u>56.8</u>	<u>33.2</u>	<u>39.6</u>	<u>27.4</u>	<u>31.8</u>	<u>39.6</u>	<u>35.8</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Continued...

In answer to the Questions: "FBI statistics show that California is one of the leaders in the nation in the percentage increase in crime of all types. Do you feel that this is a problem that elected State officials in California must deal with or not?"

"Just on this one issue by itself which of the candidates for Governor do you feel is most aware of this problem and would do the most about it, Brown or Nixon?"

"Which of the candidates for Attorney General do you feel is most aware of this problem and would do the most about it, Mosk or Coakley?"

	TOTAL	BY SEX		BY AGE			BY RACE		BY STANDARD OF LIVING	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying increased crime rate is...	%	%	%	%	%	%	%	%	%	%
Problem for state officials	85.0	84.6	85.4	85.6	83.7	87.0	85.2	83.2	85.5	84.8
Not a problem	10.5	12.4	8.7	10.9	11.1	7.8	10.7	8.2	11.0	10.3
Don't know	4.5	3.0	5.9	3.5	5.2	5.2	4.1	8.6	3.5	4.9
	<u>100.0</u>	<u>100.0</u>								
Number of respondents who feel crime rate is a problem for state officials	<u>1377</u>	<u>667</u>	<u>710</u>	<u>587</u>	<u>572</u>	<u>218</u>	<u>1253</u>	<u>124</u>	<u>370</u>	<u>1007</u>
Percent saying gubernatorial candidate most aware of this problem is...	%	%	%	%	%	%	%	%	%	%
Edmund G. (Pat) Brown	42.6	44.7	40.6	48.1	37.9	40.3	40.2	66.7	34.5	45.3
Richard M. Nixon	38.6	36.3	40.6	31.7	42.9	45.1	41.0	12.6	49.2	34.9
Same	1.3	1.3	1.4	1.3	1.4	1.5	1.3	1.1	1.9	1.1
Neither	1.9	1.8	2.1	2.2	2.1	.6	2.0	.5	1.5	2.1
Depends	-	-	.1	-	.1	-	.4	-	-	.1
Don't know	15.6	15.9	15.2	16.7	15.6	12.5	15.1	19.1	12.9	16.5
	<u>100.0</u>	<u>100.0</u>								
Percent saying candidate for Attorney General most aware of this is...	%	%	%	%	%	%	%	%	%	%
Stanley Mosk	43.6	48.3	39.3	46.3	42.5	40.0	42.3	57.9	36.7	46.0
Tom Coakley	18.9	19.8	18.1	15.9	20.5	22.7	20.2	5.5	27.9	15.9
Same	.5	.6	.5	.8	.3	.3	.6	-	.6	.5
Neither	.3	.2	.3	.2	.3	-	.2	.5	.6	.1
Don't know	36.7	31.1	41.8	36.8	36.4	37.0	36.7	36.1	34.2	37.5
	<u>100.0</u>	<u>100.0</u>								

In answer to the Questions: "The Governor of California is often called the Chief Executive of the state. He is responsible for the work of lots of state departments and the activities of more than 100,000 state employees. On this issue alone - that of administrative ability - which of the two candidates do you feel is best able to handle this responsibility?"

"California's current budget is nearly 3 billion a year. It is the largest of all the states. In the June primary, the voters rejected 3 out of 5 bond proposals. Some people say this is a protest against the costs of state government. Do you feel that California's government costs are a serious problem?"

"Which candidate for Governor do you think can best cope with the rising costs of government and still provide the services you consider important, Brown or Nixon?"

	TOTAL	BY AREA			BY REGISTRATION			BY RELIGION			BY UNION AFFILIATION		
		Southern Counties	Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non-Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying candidate best able to handle administrative responsibilities is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Edmund G. (Pat) Brown	42.4	41.2	44.1	44.6	8.9	68.9	30.9	55.4	34.4	60.7	54.3	35.4	36.7
Richard M. Nixon	42.4	44.5	38.8	37.9	80.5	14.2	37.0	26.1	51.7	21.9	30.7	49.0	47.8
Same	.8	.9	.5	1.4	.9	.8	1.2	.5	.8	1.9	.2	1.3	-
Neither	.8	.6	1.1	1.7	.6	.9	2.4	.2	1.0	1.4	.5	1.0	3.3
Don't know	13.6	12.8	15.5	14.4	9.1	15.2	28.5	17.8	12.1	14.1	14.3	13.3	12.2
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying California's government costs are...	%	%	%	%	%	%	%	%	%	%	%	%	%
A serious problem	67.6	69.1	60.5	72.5	78.3	59.3	70.3	65.5	70.0	58.5	63.6	70.0	67.8
Not a serious problem	22.2	20.4	28.8	19.5	13.5	29.7	14.5	22.5	20.7	30.4	26.4	19.8	20.0
Don't know	10.2	10.5	10.7	8.0	8.2	11.0	15.2	12.0	9.3	11.1	10.0	10.2	12.2
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Number of respondents who feel state government costs are a serious problem	<u>1097</u>	<u>549</u>	<u>332</u>	<u>216</u>	<u>509</u>	<u>511</u>	<u>77</u>	<u>251</u>	<u>739</u>	<u>107</u>	<u>385</u>	<u>669</u>	<u>43</u>
Percent saying candidate best able to cope with this problem is...	%	%	%	%	%	%	%	%	%	%	%	%	%
Edmund G. (Pat) Brown	31.2	31.7	34.0	31.9	6.2	59.9	21.6	46.4	25.7	43.7	45.3	25.5	26.2
Richard M. Nixon	49.5	50.6	47.9	45.8	81.8	19.8	31.0	33.8	57.2	32.3	37.5	55.4	57.4
Same	1.1	1.3	.6	.9	.8	.8	5.2	1.1	1.0	1.9	1.1	1.2	-
Neither	1.1	.7	1.8	1.9	1.1	1.0	1.7	1.1	.9	2.5	1.4	.9	1.6
Depends	*	-	-	.5	-	-	.9	-	.1	-	.2	-	-
Don't know	16.1	15.7	15.7	19.0	10.1	18.5	39.6	17.6	15.1	19.6	14.5	17.0	14.8
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

*Less than one half of one percent.

Continued...

In answer to the Questions: "The Governor of California is often called the Chief Executive of the state. He is responsible for the work of lots of state departments and the activities of more than 100,000 state employees. On this issue alone - that of administrative ability - which of the two candidates do you feel is best able to handle this responsibility?"

"California's current budget is nearly 3 billion a year. It is the largest of all the states. In the June primary, the voters rejected 3 out of 5 bond proposals. Some people say this is a protest against the costs of state government. Do you feel that California's government costs are a serious problem?"

"Which candidate for Governor do you think can best cope with the rising costs of government and still provide the services you consider important, Brown or Nixon?"

	TOTAL	BY SEX		BY AGE			BY RACE		BY STANDARD OF LIVING	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondent	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying candidate best able to handle administrative responsibilities is...	%	%	%	%	%	%	%	%	%	%
Edmund G. (Pat) Brown	42.4	45.3	39.4	46.3	38.7	41.3	39.8	66.8	33.0	45.4
Richard M. Nixon	42.4	41.1	43.6	39.1	44.0	46.5	44.7	19.1	53.9	38.5
Same	.8	.5	1.2	.8	1.0	.8	.9	.5	.8	.9
Neither	.8	.6	1.1	.5	1.3	.8	.9	.9	1.3	.7
Don't know	<u>13.6</u>	<u>12.5</u>	<u>14.7</u>	<u>13.3</u>	<u>15.0</u>	<u>10.6</u>	<u>13.7</u>	<u>12.7</u>	<u>11.0</u>	<u>14.5</u>
	<u>100.0</u>	<u>100.0</u>								
Percent saying California's government costs are...	%	%	%	%	%	%	%	%	%	%
A serious problem	67.6	68.7	66.7	62.4	71.2	71.2	68.1	62.7	69.6	66.9
Not a serious problem	22.2	23.9	20.5	26.5	19.5	18.2	22.3	21.4	21.3	22.5
Don't know	<u>10.2</u>	<u>7.4</u>	<u>12.8</u>	<u>11.1</u>	<u>9.3</u>	<u>10.6</u>	<u>9.6</u>	<u>15.9</u>	<u>9.1</u>	<u>10.6</u>
	<u>100.0</u>	<u>100.0</u>								
Number of respondents who feel state government costs are a serious problem	<u>1097</u>	<u>543</u>	<u>554</u>	<u>424</u>	<u>491</u>	<u>182</u>	<u>1011</u>	<u>86</u>	<u>305</u>	<u>792</u>
Percent saying candidate best able to cope with this problem is...	%	%	%	%	%	%	%	%	%	%
Edmund G. (Pat) Brown	32.2	31.3	33.0	36.3	29.2	30.7	29.3	63.8	19.6	36.6
Richard M. Nixon	49.5	48.4	50.5	45.1	51.9	53.2	52.6	14.5	62.9	44.7
Same	1.1	1.2	1.0	.3	1.8	1.1	.9	3.6	.7	1.2
Neither	1.1	1.1	1.1	1.7	.8	.4	1.2	-	1.2	1.1
Depends	*	-	.1	-	.1	-	.1	-	-	.1
Don't know	<u>16.1</u>	<u>18.0</u>	<u>14.3</u>	<u>16.6</u>	<u>16.2</u>	<u>14.6</u>	<u>15.9</u>	<u>18.1</u>	<u>15.6</u>	<u>16.3</u>
	<u>100.0</u>	<u>100.0</u>								

*Less than one half of one percent.

In answer to the Question: "Some people feel that the death penalty is a good deterrent to crime and others feel it is not. Do you believe we should have the death penalty as a punishment to certain crimes like murder and kidnapping?"

	<u>TOTAL</u>	<u>BY AREA</u>			<u>BY REGISTRATION</u>			<u>BY RELIGION</u>			<u>BY UNION AFFILIATION</u>		
		Southern Counties	Coast Counties	Central Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non- Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying California...	%	%	%	%	%	%	%	%	%	%	%	%	%
Should have death penalty	58.2	58.3	55.0	63.8	69.8	50.6	50.3	56.1	62.6	37.0	57.2	59.0	55.6
Should not have death penalty	30.2	29.1	35.2	26.8	20.4	36.9	35.2	32.8	25.6	51.5	31.3	29.5	31.1
Don't know	<u>11.6</u>	<u>12.6</u>	<u>9.8</u>	<u>9.4</u>	<u>9.8</u>	<u>12.5</u>	<u>14.5</u>	<u>11.1</u>	<u>11.8</u>	<u>11.5</u>	<u>11.5</u>	<u>11.5</u>	<u>13.3</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Continued...

In answer to the Question: "Some people feel that the death penalty is a good deterrent to crime and others feel it is not. Do you believe we should have the death penalty as a punishment to certain crimes like murder and kidnapping?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying California...	%	%	%	%	%	%	%	%	%	%
Should have death penalty	58.2	61.0	55.6	53.6	59.8	66.2	58.9	51.8	61.1	57.3
Should not have death penalty	30.2	27.8	32.4	35.6	27.0	24.4	29.7	35.0	27.4	31.1
Don't know	<u>11.6</u>	<u>11.2</u>	<u>12.0</u>	<u>10.8</u>	<u>13.2</u>	<u>9.4</u>	<u>11.4</u>	<u>13.2</u>	<u>11.5</u>	<u>11.6</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

In answer to the Question: "Whether you believe in the death penalty or not, are there any bad things that you can think of about the way it has been handled?"

	<u>TOTAL</u>	<u>BY AREA</u>			<u>BY REGISTRATION</u>			<u>BY RELIGION</u>			<u>BY UNION AFFILIATION</u>		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non- Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying...	%	%	%	%	%	%	%	%	%	%	%	%	%
Can't think of anything bad/ handled as well as it could be/Brown has done his best	21.6	22.1	19.3	23.8	19.8	23.3	19.4	20.6	21.7	23.7	22.1	21.3	22.2
Too much time between sentenc- ing and execution/numerous reprieves/cruel and unfair to criminals/gives false hope	20.7	20.2	17.1	30.5	21.8	19.7	22.4	23.8	21.5	9.6	19.4	21.9	14.4
Against capital punishment	11.7	11.7	12.7	9.7	10.3	12.6	12.7	12.2	11.0	14.8	12.7	10.1	27.8
Unfair and unequal treatment/ too many loopholes/people with money get away	11.0	11.3	11.3	9.1	9.9	12.4	7.3	8.9	12.1	9.3	12.8	10.5	3.3
Chessman case poorly handled/ good example of unfairness and inefficiency/Brown bungled it	10.9	11.1	11.8	8.4	13.3	8.9	12.7	7.5	12.2	10.7	9.5	11.8	11.1
Cost of keeping criminals at taxpayers expense	6.0	7.2	3.3	5.1	6.5	5.6	6.7	4.0	6.7	6.3	5.0	6.7	4.4
Too much publicity/newspapers and other media get carried away/criminals given too much freedom to publicize cases	5.3	5.0	7.3	3.0	5.0	5.8	3.0	8.7	3.7	7.4	3.8	5.7	13.3
Too lenient/more criminals should get capital punishment/narcotic peddlers and addicts should get it too	3.2	2.5	4.4	4.0	3.2	2.9	4.2	2.8	3.2	3.3	3.4	3.0	2.2
Brown indecisive/changes policy on capital punishment	2.7	3.1	1.8	1.7	4.9	1.2	1.2	2.1	2.9	2.6	1.6	3.5	-
Other	.5	.6	.4	.3	.4	.7	-	.9	.4	.4	.7	.5	-
Don't know	16.6	15.4	19.7	17.1	15.8	16.8	18.8	19.3	15.2	18.5	17.8	16.1	12.2
	<u>110.2</u>	<u>110.2</u>	<u>109.1</u>	<u>112.7</u>	<u>110.9</u>	<u>109.9</u>	<u>108.4</u>	<u>110.8</u>	<u>110.6</u>	<u>106.6</u>	<u>108.8</u>	<u>111.1</u>	<u>110.9</u>

Continued...

Sums of the columns exceed 100% and the base because of multiple answers.

In answer to the Question: "Whether you believe in the death penalty or not, are there any bad things that you can think of about the way it has been handled?"

	TOTAL	BY SEX		BY AGE			BY RACE		BY STANDARD OF LIVING	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying...	%	%	%	%	%	%	%	%	%	%
Can't think of anything bad/handled as well as it could be/Brown has done his best	21.6	23.1	20.2	21.5	20.2	25.8	21.1	26.2	15.9	23.7
Too much time between sentencing and execution/numerous reprieves/cruel and unfair to criminals/gives false hope	20.7	19.7	21.7	21.9	19.7	20.5	21.3	15.5	25.8	19.0
Against capital punishment	11.7	10.6	12.8	14.6	10.1	8.3	11.0	19.1	10.9	12.0
Unfair and unequal treatment/too many loopholes/people with money get away	11.0	12.1	10.1	10.9	12.4	7.8	11.1	10.5	11.9	10.8
Chessman case poorly handled/good example of unfairness and inefficiency/Brown bungled it	10.9	11.3	10.5	9.6	12.1	11.4	11.6	4.1	13.6	10.0
Cost of keeping criminals at taxpayers expense	6.0	6.6	5.5	5.0	6.1	8.6	6.0	6.8	6.0	6.0
Too much publicity/newspapers and other media get carried away/criminals given too much freedom to publicize cases	5.3	5.6	5.0	6.1	5.1	3.6	5.3	5.5	4.9	5.4
Too lenient/more criminals should get capital punishment/narcotic peddlers and addicts should get it too	3.2	4.4	1.9	2.8	2.8	4.9	2.9	5.5	2.8	3.2
Brown indecisive/changes policy on capital punishment	2.7	4.1	1.3	1.9	3.8	1.8	2.9	.5	3.9	2.3
Other	.5	.3	.8	.1	.6	1.6	.6	-	1.1	.3
Don't know	16.6	13.0	19.9	15.9	17.9	14.5	16.7	14.5	17.0	16.4
	<u>110.2</u>	<u>110.8</u>	<u>109.7</u>	<u>110.3</u>	<u>110.8</u>	<u>108.8</u>	<u>110.5</u>	<u>108.2</u>	<u>113.8</u>	<u>109.1</u>

Sums of the columns exceed 100% and the base because of multiple answers.

OTHER CANDIDATES AND ISSUES

In answer to the Questions: "As you probably remember, during the primary campaign there were some bitter charges made against Lt. Gov. Anderson by his opponent. Do you think these charges will have quite a bit of importance in the final election or not be of very much importance?"

"When baseball player Willie Mayes was having trouble buying a house in San Francisco, Mayor Christopher who is running for Lt. Governor offered the hospitality of his home until the Mayes could find a place of their own. Would this make you more inclined to vote for Christopher -- less inclined to vote for him -- or -- wouldn't it make any difference?"

	<u>TOTAL</u>	<u>BY AREA</u>			<u>BY REGISTRATION</u>			<u>BY RELIGION</u>			<u>BY UNION AFFILIATION</u>		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non-Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying charges against Anderson will have...	%	%	%	%	%	%	%	%	%	%	%	%	%
Quite a bit of importance	8.7	9.8	7.9	4.0	12.1	5.6	12.1	8.4	9.1	7.0	8.0	8.9	11.1
Not very much importance	32.7	35.0	29.5	26.5	31.5	35.1	22.5	32.9	31.9	37.0	35.4	31.9	20.0
Don't remember charges	46.8	43.8	50.8	55.4	43.5	48.6	52.7	50.9	46.0	43.0	44.5	47.5	58.9
Don't know	11.8	11.4	11.8	14.1	12.9	10.7	12.7	7.8	13.0	13.0	12.1	11.7	10.0
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying Christopher's hospitality toward Willie Mayes would influence their vote...	%	%	%	%	%	%	%	%	%	%	%	%	%
More toward Christopher	24.0	24.4	22.6	24.5	24.0	24.5	20.6	21.4	22.8	36.7	22.6	25.0	22.3
Less toward Christopher	7.9	8.1	7.1	8.4	8.3	7.8	6.1	8.2	8.7	2.6	9.5	7.3	2.2
No difference	64.4	63.3	67.2	64.8	65.1	64.1	63.6	65.7	65.7	53.7	63.4	64.4	73.3
Don't know	3.7	4.2	3.1	2.3	2.6	3.6	9.7	4.7	2.8	7.0	4.5	3.3	2.2
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

Continued...

In answer to the Questions: "As you probably remember, during the primary campaign there were some bitter charges made against Lt. Gov. Anderson by his opponent. Do you think these charges will have quite a bit of importance in the final election or not be of very much importance?"

"When baseball player Willie Mayes was having trouble buying a house in San Francisco, Mayor Christopher who is running for Lt. Governor offered the hospitality of his home until the Mayes could find a place of their own. Would this make you more inclined to vote for Christopher -- less inclined to vote for him -- or -- wouldn't it make any difference?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying charges against Anderson will have...	%	%	%	%	%	%	%	%	%	%
Quite a bit of importance	8.7	8.9	8.5	7.5	9.5	9.6	8.8	7.7	8.3	8.8
Not very much importance	32.7	37.9	27.8	34.6	31.5	31.2	33.5	25.0	37.2	31.2
Don't remember charges	46.8	43.4	50.0	49.7	47.0	38.4	46.2	53.2	44.2	47.7
Don't know	11.8	9.8	13.7	8.2	12.0	20.8	11.5	14.1	10.3	12.3
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying Christopher's hospitality toward Willie Mayes would influence their vote...	%	%	%	%	%	%	%	%	%	%
More toward Christopher	24.0	22.0	25.9	24.9	23.7	22.3	23.1	33.2	23.7	24.1
Less toward Christopher	7.9	10.4	5.5	7.3	8.5	7.8	8.3	3.6	9.9	7.2
No difference	64.4	64.2	64.6	64.9	63.5	65.7	65.0	59.1	63.5	64.7
Don't know	3.7	3.4	4.0	2.9	4.3	4.2	3.6	4.1	2.9	4.0
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

In answer to the Questions: "As you probably know, Stanley Mosk has two jobs: State Attorney General and also Democratic National Committeeman. Would having these two jobs make you more inclined to vote for Mosk -- less inclined to vote for him, or -- wouldn't it make any difference?"

"It has been stated frequently that what Mosk really wants is an appointment to the State Supreme Court. If appointed he would have to resign as Attorney General and be replaced by a political appointee. Would this make you more inclined to vote for Mosk -- less inclined to vote for him -- or -- doesn't it make any difference?"

	TOTAL	BY AREA			BY REGISTRATION			BY RELIGION			BY UNION AFFILIATION		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non-Member	Refused
Number of respondents	1641	794	549	298	652	876	113	388	1063	190	609	968	64
Percent saying Mosk's having two jobs would influence their vote...	%	%	%	%	%	%	%	%	%	%	%	%	%
More toward Mosk	7.6	8.4	6.7	5.0	2.6	11.1	10.3	9.8	6.0	12.6	10.0	6.2	7.8
Less toward Mosk	22.9	24.2	18.4	24.2	37.4	11.5	26.1	15.5	26.3	18.1	18.5	25.7	20.0
No difference	64.2	61.7	69.8	66.8	53.9	73.1	55.1	67.9	62.5	66.3	66.1	62.8	66.6
Don't know	5.3	5.7	5.1	4.0	6.1	4.3	8.5	6.8	5.2	3.0	5.4	5.3	5.6
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Percent saying the statement that Mosk wants a Supreme Court appointment would influence their vote...	%	%	%	%	%	%	%	%	%	%	%	%	%
More toward Mosk	3.2	3.4	3.3	2.0	1.2	4.7	3.0	2.4	2.8	7.0	3.9	6.8	4.4
Less toward Mosk	28.0	28.8	26.8	26.8	40.6	18.5	28.5	26.8	29.4	23.0	19.9	57.1	20.0
No difference	61.0	59.4	63.7	64.1	50.1	69.5	58.8	59.8	60.5	66.3	66.7	33.4	67.8
Don't know	7.8	8.4	6.2	7.1	8.1	7.3	9.7	11.0	7.3	3.7	9.5	2.7	7.8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Continued...

In answer to the Questions: "As you probably know, Stanley Mosk has two jobs: State Attorney General and also Democratic National Committeeman. Would having these two jobs make you more inclined to vote for Mosk -- less inclined to vote for him, or -- wouldn't it make any difference?"

"It has been stated frequently that what Mosk really wants is an appointment to the State Supreme Court. If appointed he would have to resign as Attorney General and be replaced by a political appointee. Would this make you more inclined to vote for Mosk -- less inclined to vote for him -- or -- doesn't it make any difference?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying Mosk's having two jobs would influence their vote...	%	%	%	%	%	%	%	%	%	%
More toward Mosk	7.6	6.5	8.7	9.7	6.8	4.4	7.4	10.0	6.0	8.2
Less toward Mosk	22.9	22.2	23.5	20.0	24.5	26.0	24.2	10.0	28.1	21.1
No difference	64.2	65.2	63.2	65.6	63.5	62.3	63.5	70.0	62.0	64.9
Don't know	5.3	6.1	4.6	4.7	5.2	7.3	4.9	10.0	3.9	5.8
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying the statement that Mosk wants a Supreme Court appointment would influence their vote...	%	%	%	%	%	%	%	%	%	%
More toward Mosk	3.2	3.8	2.6	3.9	3.1	1.5	3.1	4.5	2.7	3.4
Less toward Mosk	28.0	27.7	28.4	30.6	26.4	26.0	29.0	18.6	32.8	26.4
No difference	61.0	62.8	59.3	58.2	62.9	63.2	60.9	62.3	59.6	61.5
Don't know	7.8	5.7	9.7	7.3	7.6	9.3	7.0	14.6	4.9	8.7
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

In answer to the Question: "As you may have heard, Tom Coakley, who is running for Attorney General, was a registered Democrat until 3 years ago when he changed his registration to Republican because he opposed the ultra liberal policies of certain elements in the Democratic party. Would this make you more inclined to vote for him -- less inclined to vote for him -- or -- wouldn't it make any difference?"

	<u>TOTAL</u>	<u>BY AREA</u>			<u>BY REGISTRATION</u>			<u>BY RELIGION</u>			<u>BY UNION AFFILIATION</u>		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non- Member	Refused
Number of respondents	<u>1641</u>	<u>794</u>	<u>549</u>	<u>298</u>	<u>652</u>	<u>876</u>	<u>113</u>	<u>388</u>	<u>1063</u>	<u>190</u>	<u>609</u>	<u>968</u>	<u>64</u>
Percent saying Coakley's change of registration would influence them to vote for Coakley...	%	%	%	%	%	%	%	%	%	%	%	%	%
More	24.4	25.3	21.7	24.4	48.0	7.9	13.9	16.0	28.3	18.9	18.0	28.0	30.0
Less	17.5	16.1	22.0	16.8	3.5	28.4	15.8	17.4	14.6	35.2	22.9	14.2	18.9
No difference	50.5	50.6	50.9	49.0	44.0	53.7	63.6	56.1	50.1	40.3	51.7	50.0	46.7
Don't know	<u>7.6</u>	<u>8.0</u>	<u>5.4</u>	<u>9.8</u>	<u>4.5</u>	<u>10.0</u>	<u>6.7</u>	<u>10.5</u>	<u>7.0</u>	<u>5.6</u>	<u>7.4</u>	<u>7.8</u>	<u>4.4</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Continued...

In answer to the Question: "As you may have heard, Tom Coakley, who is running for Attorney General, was a registered Democrat until 3 years ago when he changed his registration to Republican because he opposed the ultra liberal policies of certain elements in the Democratic party. Would this make you more inclined to vote for him -- less inclined to vote for him -- or -- wouldn't it make any difference?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying Coakley's change of registration would influence them to vote for Coakley...	%	%	%	%	%	%	%	%	%	%
More	24.4	24.7	24.1	22.5	26.5	23.6	26.2	5.9	32.6	21.7
Less	17.5	19.2	15.9	21.1	14.9	15.3	16.2	30.9	14.0	18.7
No difference	50.5	49.0	51.9	48.5	51.7	52.5	50.4	51.4	48.5	51.1
Don't know	<u>7.6</u>	<u>7.1</u>	<u>8.1</u>	<u>7.9</u>	<u>6.9</u>	<u>8.6</u>	<u>7.2</u>	<u>11.8</u>	<u>4.9</u>	<u>8.5</u>
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

In answer to the Questions: "Some people feel that the fact that George Christopher was born in Greece in a mountain cabin and of very humble parents and then came to this country and became a successful businessman and Mayor of San Francisco will help him a great deal in his campaign for Lt. Governor. Others feel it will not be of much importance in his campaign. Would this make you more inclined to vote for him -- less inclined to vote for him -- or -- doesn't it make any difference?"

"Mayor Christopher put through a successful F.E.P.C. Law (Fair Employment Practices Committee) in San Francisco a year before Governor Brown did in Sacramento. Would this make you more inclined to vote for Christopher -- less inclined to vote for him -- or -- wouldn't it make any difference?"

	TOTAL	BY AREA			BY REGISTRATION			BY RELIGION			BY UNION AFFILIATION		
		Southern Counties	Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Non-Member	Member	Refused
Number of respondents	1641	794	549	298	652	876	113	388	1063	190	609	968	64
Percent saying Christopher's rise from humble beginnings would influence their vote...	%	%	%	%	%	%	%	%	%	%	%	%	%
More toward Christopher	20.2	23.3	12.0	19.1	26.4	15.0	25.4	16.7	22.0	17.4	18.1	21.0	27.8
Less toward Christopher	2.1	2.1	1.5	2.7	1.6	2.3	1.8	2.8	1.9	1.5	2.4	2.0	-
No difference	75.4	72.2	85.2	74.5	70.2	79.7	72.8	77.7	73.9	79.3	77.4	74.5	71.1
Don't know	2.3	2.4	1.3	3.7	1.8	3.0	-	2.8	2.2	1.8	2.1	2.5	1.1
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Percent saying Christopher's adoption of the F.E.P.C. Law would influence their vote...	%	%	%	%	%	%	%	%	%	%	%	%	%
More toward Christopher	37.0	38.4	36.6	30.5	40.9	33.1	44.9	33.3	37.3	43.7	37.4	37.4	27.8
Less toward Christopher	2.7	3.0	2.0	2.7	3.2	2.6	-	2.6	2.9	1.5	3.9	2.1	-
No difference	54.7	53.1	56.7	59.1	51.0	58.1	49.7	54.9	55.1	51.8	51.1	66.0	67.8
Don't know	5.6	5.5	4.7	7.7	4.9	6.2	5.4	9.2	4.7	3.0	7.6	4.5	4.4
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Continued... 94

In answer to the Questions: "Some people feel that the fact that George Christopher was born in Greece in a mountain cabin and of very humble parents and then came to this country and became a successful businessman and Mayor of San Francisco will help him a great deal in his campaign for Lt. Governor. Others feel it will not be of much importance in his campaign. Would this make you more inclined to vote for him -- less inclined to vote for him -- or -- doesn't it make any difference?"

"Mayor Christopher put through a successful F.E.P.C. Law (Fair Employment Practices Committee) in San Francisco a year before Governor Brown did in Sacramento. Would this make you more inclined to vote for Christopher -- less inclined to vote for him -- or -- wouldn't it make any difference?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying Christopher's rise from humble beginnings would influence their vote...	%	%	%	%	%	%	%	%	%	%
More toward Christopher	20.2	19.6	20.8	19.4	19.8	23.6	20.0	22.7	18.0	21.0
Less toward Christopher	2.1	2.4	1.8	1.9	2.2	2.1	2.1	1.3	1.9	2.1
No difference	75.4	76.1	74.8	76.4	75.4	72.7	75.7	72.3	77.8	74.6
Don't know	2.3	1.9	2.6	2.3	2.6	1.6	2.2	3.7	2.3	2.3
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying Christopher's adoption of the F.E.P.C. Law would influence their vote...	%	%	%	%	%	%	%	%	%	%
More toward Christopher	37.0	36.5	37.6	37.8	36.5	36.6	36.8	39.1	36.4	37.3
Less toward Christopher	2.7	4.0	1.4	1.9	3.6	2.1	2.9	-	3.1	2.5
No difference	54.7	54.9	54.4	55.0	54.0	55.3	55.6	45.5	57.1	53.8
Don't know	5.6	4.6	6.6	5.3	5.9	6.0	4.7	15.4	3.4	6.4
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

In answer to the Question: "Do you think the race for Governor, Lieutenant Governor, Attorney General, U. S. Senator, Secretary of State, State Treasurer and State Controller will be close?"

	TOTAL	BY AREA			BY REGISTRATION			BY RELIGION			BY UNION AFFILIATION		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non-Member	Refused
Number of respondents	1641	794	549	298	652	876	113	388	1063	190	609	968	64
Percent saying the race for Governor will be...	%	%	%	%	%	%	%	%	%	%	%	%	%
Close	78.7	78.0	77.8	84.6	83.6	75.3	76.3	73.3	81.0	77.8	77.6	79.7	73.3
Not close	14.7	15.5	13.5	12.4	10.9	17.4	15.8	16.4	13.8	15.5	15.4	14.2	14.5
Don't know	6.6	6.5	8.7	3.0	5.5	7.3	7.9	10.3	5.2	6.7	7.0	6.1	12.2
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Percent saying the race for Lieutenant Governor will be...	%	%	%	%	%	%	%	%	%	%	%	%	%
Close	59.7	57.2	62.8	67.1	66.1	56.3	47.9	56.3	61.7	55.1	57.3	61.6	52.2
Not close	17.0	16.7	17.3	17.8	14.1	18.8	20.0	19.1	16.5	15.6	20.0	15.0	20.0
Don't know	23.3	26.1	19.9	15.1	19.8	24.9	32.1	24.6	21.8	29.3	22.7	23.4	27.8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Percent saying the race for Attorney General will be...	%	%	%	%	%	%	%	%	%	%	%	%	%
Close	40.1	41.2	38.5	37.6	47.6	35.2	34.6	38.3	41.7	34.4	37.1	41.6	45.6
Not close	26.6	24.9	26.0	36.2	21.7	30.3	26.0	26.5	25.6	33.0	29.7	24.7	25.6
Don't know	33.3	33.9	35.5	26.2	30.7	34.5	39.4	35.2	32.7	32.6	33.2	33.7	28.8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Percent saying the race for U. S. Senator will be...	%	%	%	%	%	%	%	%	%	%	%	%	%
Close	47.3	51.5	36.8	44.3	48.2	48.0	37.0	43.7	48.2	49.7	47.0	47.1	52.2
Not close	20.2	14.7	30.2	30.5	23.6	18.0	16.3	19.6	20.6	19.2	20.4	19.9	22.2
Don't know	32.5	33.8	33.0	25.2	28.2	34.0	46.7	36.7	31.2	31.1	32.6	33.0	25.6
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Continued...

In answer to the Question: "Do you think the race for Governor, Lieutenant Governor, Attorney General, U.S. Senator, Secretary of State, State Treasurer and State Controller will be close?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying the race for Governor will be...	%	%	%	%	%	%	%	%	%	%
Close	78.7	76.7	80.6	80.7	79.0	73.0	79.9	66.8	81.5	77.8
Not close	14.7	17.8	11.7	13.7	14.5	17.4	14.4	17.3	13.8	14.9
Don't know	<u>6.6</u>	<u>5.5</u>	<u>7.7</u>	<u>5.6</u>	<u>6.5</u>	<u>9.6</u>	<u>5.7</u>	<u>15.9</u>	<u>4.7</u>	<u>7.3</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying the race for Lieutenant Governor will be...	%	%	%	%	%	%	%	%	%	%
Close	59.7	60.7	58.7	61.3	61.9	49.4	60.5	51.4	65.7	57.6
Not close	17.0	21.2	13.1	16.7	16.3	19.7	17.2	15.0	17.5	16.8
Don't know	<u>23.3</u>	<u>18.1</u>	<u>28.2</u>	<u>22.0</u>	<u>21.8</u>	<u>30.9</u>	<u>22.3</u>	<u>33.6</u>	<u>16.8</u>	<u>25.6</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying the race for Attorney General will be...	%	%	%	%	%	%	%	%	%	%
Close	40.1	39.8	40.5	38.4	44.5	33.0	41.0	31.4	48.9	37.2
Not close	26.6	34.0	19.6	27.3	23.9	31.7	26.9	23.2	25.8	26.8
Don't know	<u>33.3</u>	<u>26.2</u>	<u>39.9</u>	<u>34.3</u>	<u>31.6</u>	<u>35.3</u>	<u>32.1</u>	<u>45.4</u>	<u>25.3</u>	<u>36.0</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying the race for U. S. Senator will be...	%	%	%	%	%	%	%	%	%	%
Close	47.3	49.8	44.9	47.2	48.3	44.9	48.3	37.7	53.9	45.1
Not close	20.2	24.7	15.9	20.3	20.5	18.7	20.9	12.3	21.8	19.6
Don't know	<u>32.5</u>	<u>25.5</u>	<u>39.2</u>	<u>32.5</u>	<u>31.2</u>	<u>36.4</u>	<u>30.8</u>	<u>50.0</u>	<u>24.3</u>	<u>35.3</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

In answer to the Question: "Do you think the race for Governor, Lieutenant Governor, Attorney General, U. S. Senator, Secretary of State, State Treasurer and State Controller will be close?"

	TOTAL	BY AREA			BY REGISTRATION			BY RELIGION			BY UNION AFFILIATION		
		Southern Counties	Central Coast Counties	Valley Counties	Republican	Democrat	Other	Catholic	Protestant	Other	Member	Non-Member	Refused
Number of respondents	1641	794	549	298	652	876	113	388	1063	190	609	968	64
Percent saying the race for Secretary of State will be...	%	%	%	%	%	%	%	%	%	%	%	%	%
Close	24.3	26.4	16.8	26.8	26.0	23.9	18.2	22.8	24.8	24.9	23.1	24.8	28.8
Not close	21.2	18.3	22.6	33.9	24.3	19.4	15.1	20.2	22.0	17.7	20.3	21.5	23.4
Don't know	54.5	55.3	60.6	39.3	49.7	56.7	66.7	57.0	53.2	57.4	56.6	53.7	47.8
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Percent saying the race for State Treasurer will be...	%	%	%	%	%	%	%	%	%	%	%	%	%
Close	21.5	22.8	17.5	22.1	26.7	18.6	13.3	19.2	22.1	23.3	19.3	22.4	28.9
Not close	18.9	17.4	17.5	29.2	18.0	20.8	9.1	19.5	19.0	16.3	20.4	18.1	15.5
Don't know	59.6	59.8	65.0	48.7	55.3	60.6	77.6	61.3	58.9	60.4	60.3	59.5	55.6
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Percent saying the race for State Controller will be...	%	%	%	%	%	%	%	%	%	%	%	%	%
Close	22.3	23.2	19.1	24.2	28.0	19.5	11.0	19.5	23.6	21.5	18.9	24.4	23.3
Not close	19.8	17.9	17.9	33.6	18.7	22.0	9.7	21.8	19.1	19.6	21.6	18.8	17.8
Don't know	57.9	58.9	63.0	42.2	53.3	58.5	79.3	58.7	57.3	58.9	59.5	56.8	58.9
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Continued...

In answer to the Question: "Do you think the race for Governor, Lieutenant Governor, Attorney General, U. S. Senator, Secretary of State, State Treasurer and State Controller will be close?"

	<u>TOTAL</u>	<u>BY SEX</u>		<u>BY AGE</u>			<u>BY RACE</u>		<u>BY STANDARD OF LIVING</u>	
		Male	Female	21 to 39	40 to 59	Over 60	White	Non-White	A & B	C & D
Number of respondents	<u>1641</u>	<u>800</u>	<u>841</u>	<u>695</u>	<u>685</u>	<u>261</u>	<u>1491</u>	<u>150</u>	<u>438</u>	<u>1203</u>
Percent saying the race for Secretary of State will be...	%	%	%	%	%	%	%	%	%	%
Close	24.3	26.4	22.3	18.9	28.5	27.3	25.1	16.8	30.7	22.2
Not close	21.2	26.1	16.5	20.7	20.7	23.3	21.9	12.7	25.3	19.7
Don't know	<u>54.5</u>	<u>47.5</u>	<u>61.2</u>	<u>60.4</u>	<u>50.8</u>	<u>49.4</u>	<u>53.0</u>	<u>70.5</u>	<u>44.0</u>	<u>58.1</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying the race for State Treasurer will be...	%	%	%	%	%	%	%	%	%	%
Close	21.5	24.4	18.8	15.0	26.2	25.9	22.4	12.3	29.5	18.8
Not close	18.9	22.6	15.3	20.7	17.5	17.7	19.3	14.1	18.8	18.8
Don't know	<u>59.6</u>	<u>53.0</u>	<u>65.9</u>	<u>64.3</u>	<u>56.3</u>	<u>56.4</u>	<u>58.3</u>	<u>73.6</u>	<u>51.7</u>	<u>62.4</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>
Percent saying the race for State Controller will be...	%	%	%	%	%	%	%	%	%	%
Close	22.3	25.2	19.7	15.2	27.4	27.9	23.4	11.9	29.5	20.0
Not close	19.8	23.9	16.0	22.2	18.2	17.6	20.3	14.5	19.8	19.8
Don't know	<u>57.9</u>	<u>50.9</u>	<u>64.3</u>	<u>62.6</u>	<u>54.4</u>	<u>54.5</u>	<u>56.3</u>	<u>73.6</u>	<u>50.7</u>	<u>60.2</u>
	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>	<u>100.0</u>

FOR

- A. Some elderly people say they cannot pay their medical bills.
- B. Some children say their parents' medical expenses are a burden to them.
- C. Medical costs are too high.
- D. The medicare plan is the cheapest way of solving the problem.
- E. Not enough people care about the elderly.
- F. Elderly people have the right to have their medical bills paid.

AGAINST

- A. The doctors have said the plan will lead to socialized medicine.
- B. Congress has refused to pass the bill.
- C. The Plan would not cover all the aged people who needed care.
- D. The Plan would cover a great many people who can afford to pay their own bills.
- E. Our taxes are high enough already.
- F. There are already ways for people to get voluntary health insurance which will cover their illnesses.
- G. The Medicare Plan is the most expensive way of solving the problem.
- H. There is already a Federal/State plan to take care of aged people who need care.
- I. People ought to plan ahead so they can cope with these medical costs.

CARD "B"

INCREASED INCOME TAX

INCREASED CIGARETTE TAX

INCREASED BEER TAX

INCREASED LIQUOR TAX

INCREASED RETAIL SALES TAX

EXTEND RETAIL SALES TAX TO INCLUDE
GROCERIES

WOULD OBJECT TO ALL

WOULD OBJECT TO NONE

Card "C"

- A. Getting more California made products sold overseas
- B. Preventing water pollution
- C. Getting farm workers to join unions
- D. Giving the State Legislature the right to control all parts of the state budget
- E. Reapportionment of State Senate
- F. Making more and better use of career employees who work for the state
- G. Cutting down on the number and size of state bureaus
- H. Having the State Legislature meet to work on state problems more often or have longer sessions
- I. Getting more state parks developed
- J. Increasing the state social welfare program
- K. Actual delivery of California water from the north to the south
- L. Better law enforcement on highways and freeways

Card "D"

GOVERNOR

**EDMUND G. (Pat) BROWN, Democratic
Governor of California**

RICHARD M. NIXON, Republican

LIEUTENANT GOVERNOR

**GLENN M. ANDERSON, Democratic
Lieutenant Governor, State of California**

**GEORGE CHRISTOPHER, Republican
Mayor of San Francisco**

ATTORNEY GENERAL

**STANLEY MOSK, Democratic
Attorney General of California**

**TOM COAKLEY, Republican
Superior Court Judge**

UNITED STATES SENATOR

**THOMAS H. KUCHEL, Republican
United States Senator**

**RICHARD RICHARDS, Democratic
California State Senator**

SECRETARY OF STATE

**FRANK M. JORDAN, Republican
Secretary of State**

**DON ROSE, Democratic
Governmental Administrator**

TREASURE OF STATE

**BERT A BETTS, Democratic
Treasurer, State of California**

**JOHN A BUSTERUD, Republican
Member of the California Legislature**

CONTROLLER OF STATE

**ALAN CRANSTON, Democratic
State Controller**

**BRUCE V. REAGAN, Republican
Member, State Legislature**

We are making a survey regarding some of the statewide problems that California voters will have to face. Are you registered, or do you expect to be registered to vote in California in the coming November Election? (IF NOT REGISTERED OR DON'T EXPECT TO REGISTER, DISCONTINUE INTERVIEW WITHOUT MARKING)

- 1. The first question deals with education. How do you feel California is meeting the state's needs in education--doing about the right amount--not doing enough--or doing too much?

	RIGHT AMOUNT	13-1
	NOT ENOUGH	-2
	TOO MUCH	-3
	DK	-4
- 2. FBI statistics show that California is one of the leaders in the nation in the percentage increase in crime of all types. Do you feel that this is a problem that elected State officials in California must deal with or not?

	YES	14-1
	NO	-2
	DK	-3

(IF YES, ASK)

 - 2a. Just on this one issue by itself which of the candidates for Governor do you feel is most aware of this problem and would do the most about it, Brown or Nixon?

	BROWN	15-1
	NIXON	-2
	DK	-3
 - 2b. Which of the candidates for Attorney General do you feel is most aware of this problem and would do the most about it, Mosk or Coakley?

	MOSK	16-1
	COAKLEY	-2
	DK	-3
- 3. Do you feel that the task of creating new jobs in the state is very important, fairly important, or not too important?

	VERY IMPORTANT	17-1
	FAIRLY IMPORTANT	-2
	NOT TOO IMPORTANT	-3
	DK	-4
- 4. Which of the candidates for Governor do you feel would be best able to deal with the problem of creating new jobs, Brown or Nixon?

	BROWN	18-1
	NIXON	-2
	DK	-3
- 5. How important do you feel it is that new industry be attracted to California--very important, fairly important or not too important?

	VERY IMPORTANT	19-1
	FAIRLY IMPORTANT	-2
	NOT TOO IMPORTANT	-3
	DK	-4
- 6. Which of the candidates for Governor do you feel would be best able to attract new industry to California, Brown or Nixon?

	BROWN	20-1
	NIXON	-2
	DK	-3
- 7. Governor Brown has said that he favors the cumpulsory program to finance medical care for the aged through an increase in social security taxes. Richard Nixon has said he favors the continuation of the present system of voluntary cooperation between the state and federal government. On this particular issue, which of the candidates do you agree with, Brown or Nixon?

	BROWN	21-1
	NIXON	-2
	DK	-3
- 8. There are many considerations involved in whether or not the federal government should pass a program of financing medical care for the aged. Here is a card showing some of the things which are involved. Now let's just suppose for a minute that you are in favor of such a plan. On this list would you show me what you think is the argument which would impress you most? (SHOW CARD A)

A. SOME ELDERLY PEOPLE SAY THEY CANNOT PAY THEIR MEDICAL BILLS. - - - - -		22-1
B. SOME CHILDREN SAY THEIR PARENTS' MEDICAL EXPENSES ARE A BURDEN TO THEM. - - - - -		-2
C. MEDICAL COSTS ARE TOO HIGH.- - - - -		-3
D. THE MEDICARE PLAN IS THE CHEAPEST WAY OF SOLVING THE PROBLEM.- - - - -		-4
E. NOT ENOUGH PEOPLE CARE ABOUT THE ELDERLY.- - - - -		-5
F. ELDERLY PEOPLE HAVE THE RIGHT TO HAVE THEIR MEDICAL BILLS PAID.- - - - -		-6
	NONE	-7
	DK	-8
- 9. Now let's just suppose you are against such a plan for paying for the aged medical bills. On this list would you show me what you think is the best argument which would impress you most? (SHOW CARD B)

A. THE DOCTORS HAVE SAID THE PLAN WILL LEAD TO SOCIALIZED MEDICINE. - - - - -		23-1
B. CONGRESS HAS REFUSED TO PASS THE BILL. - - - - -		-2
C. THE PLAN WOULD NOT COVER ALL THE AGED PEOPLE WHO NEEDED CARE.- - - - -		-3
D. THE PLAN WOULD COVER A GREAT MANY PEOPLE WHO CAN AFFORD TO PAY THEIR OWN BILLS - - - - -		-4
E. OUR TAXES ARE HIGH ENOUGH ALREADY. - - - - -		-5
F. THERE ARE ALREADY WAYS FOR PEOPLE TO GET VOLUNTARY HEALTH INSURANCE WHICH WILL COVER THEIR ILLNESSES.- - - - -		-6
G. THE MEDICARE PLAN IS THE MOST EXPENSIVE WAY OF SOLVING THE PROBLEM.- - - - -		-7
H. THERE IS ALREADY A FEDERAL/STATE PLAN TO TAKE CARE OF AGED PEOPLE WHO NEED CARE- - - - -		-8
I. PEOPLE OUGHT TO PLAN AHEAD SO THEY CAN COPE WITH THESE MEDICAL COSTS.- - - - -		-9
	NONE	-0
	DK	-X

(IF NONE/DK IN Q. 8 OR 9, GO TO Q. 11)

10. Now, of the two arguments which you have picked as the best, which one of the two comes closest to the way you personally feel -- the argument for or the argument against?
- | | | |
|--|-------------------|------|
| | ARGUMENT IN FAVOR | 24-1 |
| | ARGUMENT OPPOSED | -2 |
| | DK | -3 |
11. President Kennedy has said that he intends to campaign to a large extent in support of candidates who favor Medicare. As of now, do you favor Medicare, oppose it, or do you not have a strong feeling one way or the other?
- | | | |
|--|--------------------|------|
| | FAVOR | 25-1 |
| | OPPOSE | -2 |
| | NO STRONG FEELINGS | -3 |
| | DK | -4 |
12. If President Kennedy campaigns for Medicare in California, do you feel it will help or hurt Governor Brown?
- | | | |
|--|------|------|
| | HELP | 26-1 |
| | HURT | -2 |
| | DK | -3 |
13. Which of these statements comes closest to the way you personally feel?
- a. "IT IS VERY IMPORTANT TO ELECT A GOVERNOR WHO AGREES WITH PRESIDENT KENNEDY AND HIS POLICIES." - - - - - 27-1
- b. "IT IS VERY IMPORTANT TO ELECT A GOOD GOVERNOR REGARDLESS OF WHETHER OR NOT HE AGREES WITH PRESIDENT KENNEDY." - - - - - -2
- | | | |
|--|----|----|
| | DK | -3 |
|--|----|----|
14. If _____ comes to California to campaign for Brown and the other Democratic candidates, would this influence you to vote for or against Brown, or wouldn't it make any difference? (ASK FOR EACH AND RECORD BELOW)
- | | FOR | AGAINST | NO DIFFERENCE | DK |
|-------------------|------|---------|---------------|----|
| PRESIDENT KENNEDY | 28-1 | -2 | -3 | -4 |
| ROBERT KENNEDY | 29-1 | -2 | -3 | -4 |
| LYNDON JOHNSON | 30-1 | -2 | -3 | -4 |
15. If _____ comes to California to campaign for Nixon and the other Republican candidates, would this influence you to vote for or against Nixon, or wouldn't it make any difference? (ASK FOR EACH AND RECORD BELOW)
- | | FOR | AGAINST | NO DIFFERENCE | DK |
|----------------------|------|---------|---------------|----|
| PRESIDENT EISENHOWER | 31-1 | 2 | -3 | -4 |
| GOVERNOR ROCKEFELLER | 32-1 | -2 | -3 | -4 |
| BARRY GOLDWATER | 33-1 | -2 | -3 | -4 |
16. The Governor of California is often called the Chief Executive of the state. He is responsible for the work of lots of state departments and the activities of more than 100,000 state employees. On this issue alone - that of administrative ability - which of the two candidates do you feel is best able to handle this responsibility?
- | | | |
|--|-------|------|
| | BROWN | 34-1 |
| | NIXON | -2 |
| | DK | -3 |
17. California's current budget is nearly 3 billion a year. It is the largest of all the states. In the June primary, the voters rejected 3 out of 5 bond proposals. Some people say this is a protest against the costs of state government. Do you feel that California's government costs are a serious problem?
- | | | |
|--|-----|------|
| | YES | 35-1 |
| | NO | -2 |
| | DK | -3 |
- (IF YES, ASK)
- 17a. Which candidate for Governor do you think can best cope with the rising costs of government and still provide the services you consider important, Brown or Nixon?
- | | | |
|--|-------|------|
| | BROWN | 36-1 |
| | NIXON | -2 |
| | DK | -3 |
18. Some people say that the state budget in the next few years is likely to keep on increasing. Others say that with careful attention the state can hold down budgets. Which do you think is closest to the truth -- that the State budget will be increasing or that it will be held down?
- | | | |
|--|----------------------|------|
| | WILL KEEP INCREASING | 37-1 |
| | WILL BE HELD DOWN | -2 |
| | DK | -3 |
19. If the state budget increases very much, many people believe it will be necessary to raise state taxes...if it had to be a tax which the people as individuals had to pay, which of the following do you think your friends would object to least? (SHOW CARD C)
- | | | |
|--|--|------|
| | INCREASED INCOME TAX | 38-1 |
| | INCREASED CIGARETTE TAX | -2 |
| | INCREASED BEER TAX | -3 |
| | INCREASED LIQUOR TAX | -4 |
| | INCREASED RETAIL SALES TAX | -5 |
| | EXTEND RETAIL SALES TAX TO INCLUDE GROCERIES | -6 |
| | WOULD OBJECT TO ALL | -7 |
| | WOULD OBJECT TO NONE | -8 |
| | DK | -9 |

28. There has been talk about the campaign debating between Nixon and Brown. You may remember that during the 1960 Presidential campaign, there were 4 one-hour debates on television.
- Today some people say they think that one debate between Brown and Nixon would answer most of the questions. Others say that more would be necessary. Do you feel you would want to hear one debate or would you want to watch more or wouldn't you want to watch any?
- | | |
|------------|------|
| ONE DEBATE | 61-1 |
| WANT MORE | -2 |
| NONE | -3 |
| DK | -4 |
29. If the debating takes place, there are several styles that might be used; For example it might be a face-to-face meeting between just Brown and Nixon with them debating the issues with no holds barred -- or there might be members of the press to ask questions of the candidates. Which of these two styles would you prefer -- just two candidates -- or -- outside questions?
- | | |
|---------------------|------|
| JUST TWO CANDIDATES | 62-1 |
| OUTSIDE QUESTIONS | -2 |
| DK | -3 |
30. In the campaign so far, what do you think are the points that have helped Governor Brown the most?
- 63-
31. What are the points which have done him the most harm?
- 64-
32. In the campaign so far, what do you think are the points that have helped Richard Nixon the most?
- 65-
33. What are the points which have done him the most harm?
- 66-
34. As you probably remember, during the primary campaign there were some bitter charges made against Lt. Gov. Anderson by his opponent. Do you think these charges will have quite a bit of importance in the final election or not be of very much importance?
- | | |
|----------------------------|------|
| QUITE A BIT | 67-1 |
| NOT VERY MUCH | -2 |
| DON'T REMEMBER THE CHARGES | -3 |
| DK | -4 |
35. When baseball player Willie Mayes was having trouble buying a house in San Francisco, Mayor Christopher who is running for Lt. Governor offered the hospitality of his home until the Mayes could find a place of their own. Would this make you more inclined to vote for Christopher -- less inclined to vote for him -- or -- wouldn't it make any difference?
- | | |
|---------------|------|
| MORE | 68-1 |
| LESS | -2 |
| NO DIFFERENCE | -3 |
| DK | -4 |
36. As you probably know, Stanley Mosk has two jobs: State Attorney General and also Democratic National Committeeman. Would having these two jobs make you more inclined to vote for Mosk -- less inclined to vote for him, or -- wouldn't it make any difference?
- | | |
|---------------|------|
| MORE | 69-1 |
| LESS | -2 |
| NO DIFFERENCE | -3 |
| DK | -4 |

37. It has been stated frequently that what Mosk really wants is an appointment to the State Supreme Court. If appointed he would have to resign as Attorney General and be replaced by a political appointee. Would this make you more inclined to vote for Mosk -- less inclined to vote for him -- or -- doesn't it make any difference?

MORE 12-1
LESS -2
NO DIFFERENCE -3
DK -4

38. Some of the candidates who will be running in November have been identified with extremely liberal left wing groups -- while others have been identified with extremely right wing groups -- and some are identified as "Middle of the Roaders."

38a. Would the fact that a candidate was identified with extremely liberal groups make you more inclined to vote for him -- less inclined to vote for him -- or doesn't it make any difference? (RECORD BELOW)

38b. Would the fact that a candidate was identified with extremely conservative groups make you more inclined to vote for him -- less inclined to vote for him -- or -- doesn't it make any difference? (RECORD BELOW)

38c. Would the fact that a candidate was identified as a "Middle of the Roader" make you more inclined to vote for him -- less inclined to vote for him -- or doesn't it make any difference? (RECORD BELOW)

	MORE	LESS	NO DIFFERENCE	DK
A. LIBERAL	13-1	-2	-3	-4
B. CONSERVATIVE	14-1	-2	-3	-4
C. MIDDLE OF THE ROADERS	15-1	-2	-3	-4

39. As you may have heard, Tom Coakley, who is running for Attorney General, was a registered Democrat until 3 years ago when he changed his registration to Republican because he opposed the ultra liberal policies of certain elements in the Democratic party. Would this make you more inclined to vote for him -- less inclined to vote for him -- or -- wouldn't it make any difference?

MORE 16-1
LESS -2
NO DIFFERENCE -3
DK -4

40. Some people feel that the fact that George Christopher was born in Greece in a mountain cabin and of very humble parents and then came to this country and became a successful businessman and Mayor of San Francisco will help him a great deal in his campaign for Lt. Governor. Others feel it will not be of much importance in his campaign. Would this make you more inclined to vote for him -- less inclined to vote for him -- or -- doesn't it make any difference?

MORE 17-1
LESS -2
NO DIFFERENCE -3
DK -4

41. Mayor Christopher put through a successful F.E.P.C. Law (Fair Employment Practices Committee) in San Francisco a year before Governor Brown did in Sacramento. Would this make you more inclined to vote for him -- less inclined to vote for him -- or wouldn't it make any difference? (VOTE FOR CHRISTOPHER, THAT IS)

MORE 18-1
LESS -2
NO DIFFERENCE -3
DK -4

42. Without considering your own party registration but thinking only of the problems California has today, which party do you feel is better able to solve these problems, the Republican or Democratic?

REPUBLICAN 19-1
DEMOCRATIC -2
DK -3

43. Pat Brown has accused Richard Nixon of being a candidate for Governor only in order to further his plans to be a candidate for the Presidency in 1964. Do you believe this charge by Brown or do you not believe it?

BELIEVE 20-1
DO NOT BELIEVE -2
DK -3

44. If Nixon ever said he would accept a draft to run for President in 1964 do you think that would cause him to lose a lot of his present support?

YES 21-1
NO -2
DK -3

FACTUAL

Are you registered to vote in the primary election as a Republican,
a Democrat or some other way?

REPUBLICAN 71-1
DEMOCRAT -2
SOME OTHER WAY -3
REFUSED -4

Are you of the Catholic, Protestant or Jewish faith?

CATHOLIC 72-1
PROTESTANT -2
JEWISH -3
REFUSED -4

Do you or does any member of your family belong to a labor union?

YES 73-1
NO -2
REFUSED -3

AGE
21 to 29 . . . 74-1
30 to 39 . . . -2
40 to 49 . . . -3
50 to 59 . . . -4
60 AND OVER . -5

SEX
MALE 76-1
FEMALE . . . -2

COUNTY 78/79
LOS ANGELES -01
ORANGE -02
RIVERSIDE -03
SANTA BARBARA -04
SAN DIEGO -05
SAN BERNARDINO -06
VENTURA -07

RACE
WHITE 75-1
NEGRO -2
MEXICAN . . . -3
OTHER -4

STANDARD
OF LIVING
A, B 77-1
C -2
D -3

ALAMEDA -11
CONTRA COSTA -12
SAN FRANCISCO -13
SAN MATEO -14
SANTA CLARA -15

FRESNO -21
KERN -22
SACRAMENTO -23
SAN JOAQUIN -24