

THE CALIFORNIA POLL

THE INDEPENDENT AND IMPARTIAL STATEWIDE SURVEY OF PUBLIC OPINION
ESTABLISHED AND OPERATED BY FIELD RESEARCH CORPORATION SINCE 1946

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release #427

For release THURSDAY, MAY 14, 1964

LODGE FAVORITE OF STATE'S RANK-AND-FILE
GOP IN FREE CHOICE POLL; GOLDWATER BESTS
ROCKEFELLER IN TEST FOR LIMITED TWO-MAN
JUNE PRIMARY

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by Mervin D. Field

Despite long and active campaigns in California, Senator Barry Goldwater and Governor Nelson Rockefeller have not only failed to change their relative standings in GOP voter favor, but they have both lost ground since the beginning of campaigning. For every Republican voter today who chooses one or the other of these two men in a free-choice situation, there are two others who prefer some other man or have no choice at all. Henry Cabot Lodge leads all Republican candidates in popularity with Richard Nixon also making a strong showing.

Regardless of this, Republican voters will find only Goldwater and Rockefeller on their ballots in June, and they will have to make a choice between them or not vote for either. Since Goldwater's present supporters among the Republican rank-and-file outnumber those of Rockefeller, it appears likely that the Arizona Senator will capture the important, and perhaps decisive, prize of 86 California delegates to the national convention unless some dramatic changes take place in the closing weeks of the campaign.

Statewide Survey

These conclusions are based on a statewide survey just completed by the California Poll in which a representative sampling of GOP voters from all parts of the state were questioned about their choices in the presidential nomination race.

Leading in GOP voter popularity is Henry Cabot Lodge. Goldwater, Nixon, and Rockefeller follow in that order.

Republicans' first choices for the nomination when confronted with a list of potential candidates are as follow:

Henry Cabot Lodge	33%
Barry Goldwater	26
Richard Nixon	18
Nelson Rockefeller	10
William Scranton	3
George Romney	2
Margaret Chase Smith	1
Harold Stassen	*
Don't know, no choice	7

*Less than one-half of one per cent.

(MORE)

The California Poll was founded in 1946 as a medium for promoting public opinion research. The California Poll is completely independent of all political parties and candidates. Its sole purpose is to report public opinion accurately and objectively. Most of the financial support for the Poll comes from newspapers that have publication rights within the city of publication. The Poll utilizes accepted scientific sampling and questioning procedures in obtaining the data reported in its releases. Representative samples of adults are interviewed at periodic intervals on election issues and other socially important questions of the day. Proportionate numbers of people of both sexes, from all parts of the state, from different sized communities, and of all age, economic, political, and occupation groups are included in the samples. Major surveys are made with samples of 1,200 or more respondents. Interim surveys sometimes are made with smaller samples but not less than 600 interviews.

Factions Split

An interesting aspect of the Republican situation is that Goldwater and Rockefeller so clearly personify different wings, or factions, in the party. For example, less than one in ten of either Goldwater's or Rockefeller's supporters will choose the other man when asked their second choice: Goldwater backers go largely to Nixon, while Rockefeller backers go to Lodge as their second choice.

Lodge supporters, on the other hand, give a slight edge to Nixon over Rockefeller as their second choice, while Goldwater ranks third as an alternative to those who favor the Ambassador to Viet Nam as their first choice.

Another indication of the depth of division in the GOP in California is the large number of voters who have an objection to most of the leading candidates. Almost all, including Goldwater and Rockefeller, are opposed by more voters than they attract. Only Lodge escapes serious opposition.

California Poll interviewers asked GOP voters if there were "any candidates that you would not like to see nominated". Their responses reveal a sharp polarization of sentiment.

Would not like to see nominated:

Goldwater	27%
Rockefeller	24
Smith	22
Stassen	20
Nixon	16
Scranton	6
Romney	6
Lodge	5
Do not object to any candidate	22

(Percentages add to more than 100% because some Republican voters object to more than one candidate.)

Ballot Choice

Republican voters will not have a choice of all these candidates in the June primary, but will be limited to Rockefeller or Goldwater on the official ballot. Since no write-in votes will be permitted and dissident voters will have to make a decision or refrain from voting, the California Poll asked the sample of voters the following question:

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"Well, as you know, in the June primary only two of these names will appear on the ballot for the Republican presidential nomination -- Barry Goldwater and Nelson Rockefeller. If you were casting a ballot today, do you think you would vote for one of these two men or would you be inclined not to vote for either one?"

Responses show that Goldwater has a substantial lead over Rockefeller, but that there are also many GOP voters who are undecided or unwilling to vote for either man.

Prefer:

Goldwater	43%
Rockefeller	27
Neither one	22
Don't know	8

Goldwater and Rockefeller today stand at almost the same relative strength they had in late March. Then, Goldwater polled 43%, Rockefeller polled 31%, and 26% indicated they would vote for Stassen or were undecided. It is now certain that Stassen's name will not appear on the ballot.

Tomorrow: Where do Salinger and Cranston now stand in the turbulent Democratic primary race for Senator?