

THE CALIFORNIA POLL

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

San Francisco Headquarters
145 Montgomery Street
EX 2-5766

Los Angeles Office
3142 Wilshire Boulevard
DU 5-5259

Mervin D. Field, Director
Robert Heyer, Editor

Release #441

For release MONDAY, JUNE 1, 1964

GOLDWATER NARROWS GAP BUT ROCKEFELLER STILL HAS LEAD

by Mervin D. Field

IMPORTANT: Contract for this service is subject to revocation if publication or broadcast takes place before release date or if contents of report are divulged to persons outside of subscriber staff prior to release time.

While Senator Barry Goldwater has narrowed the gap on Nelson Rockefeller in the presidential primary contest, the New York Governor held a nine percentage point lead in a California Poll survey completed last Thursday.

However, a sizeable segment -- 17% -- of the Republican voters still remained uncommitted to either candidate as of last week. They could have an important bearing on who gets California's crucial 86 convention delegates in Tuesday's election.

Results of the California Poll's survey completed on May 28 show these standings:

Rockefeller	46%
Goldwater	37
Undecided	17

These results represent a four percentage point gain for Goldwater since the last California Poll survey completed a few days before. This could indicate a late trend in Goldwater's direction or could merely reflect a pause in the tremendous surge of Rockefeller popularity which occurred after his unexpected victory in Oregon. A survey completed five days previous to this one showed Rockefeller ahead of the Arizona Senator by 13 percentage points after trailing badly prior to May 15th. During the first week in May, the California Poll had found Goldwater leading by 43% to Rockefeller's 27%. The undecided vote was 30% at that time.

Both candidate organizations are still hard at it, campaigning with a fervor and at an expenditure level unparalleled in California Primary election history. (It has been reported that more than three million dollars has been spent by both candidates in the California Primary Election alone.)

(MORE)

For a Goldwater win, the Arizonan must capture a large proportion of the remaining undecided voters, or win back some of the support which shifted to Rockefeller after the New York Governor's victory in Oregon. A return shift of only five percentage points from the Rockefeller side to the Goldwater side in the period just before the election could change the race completely. Whether this will happen, however, and how the undecided voters will go, are still unknowns that the election results themselves will clarify.

-30

COPYRIGHT BY FIELD RESEARCH CORPORATION