

THE CALIFORNIA POLL

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**BROWN-UNRUH FEUD DIVIDES DEMOCRAT
RANK-AND-FILE. FEW EXPECT PEACE
BEFORE ELECTION**

by Mervin D. Field

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Democratic chances of winning the 1966 gubernatorial election have been dimmed as a result of the intra-party feud which has factions lining up behind Governor Pat Brown and Assembly Speaker Jesse Unruh.

Animosity between these two men and their followers is of long standing, and during recent months it has intensified. This situation threatens to divide the Democrats in a manner similar to the division of Republicans which has existed since the 1958 elections.

A just completed statewide California Poll survey indicates that voters of both parties think the rivalry between these two men is more likely to remain through next year's election than to be settled soon, and while more Democrats side with Brown in the skirmishing that has gone on, enough Democrats side with Unruh to raise the prospect that Brown might not get as solid a backing in 1966 from his party members as he did in the 1958 and 1962 elections.

Statewide Cross Section

For the survey, a statewide cross section of voters of both parties was interviewed last week. These questions were asked: "In recent months it appears that a rivalry or a feud is growing between Governor Brown and Assembly Speaker Jesse Unruh. Do you think this is something which will be settled soon or do you think this split between the two men will remain through next year's election?" Secondly, "In the differences that appear to exist between the two men, whose side do you generally favor -- Unruh's or Brown's?"

Following is a tabulation of replies by Democrats, Republicans, and voters in total:

	<u>Democrats</u>	<u>Republicans</u>	<u>All voters</u>
Believe feud --			
Will continue	37%	42%	39%
Will be settled soon	20	23	21
Don't know	43	35	40
Side favored --			
Brown's	34%	16%	26%
Unruh's	16	36	23
Don't know	50	48	51

(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 and television stations that have exclusive 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.

From the survey results, it is apparent that Republicans are hopeful that the feud will continue because any sustained controversy between these two powerful Democratic leaders would result in weakening the Democrat's chances to recapture the statehouse in 1966. Recognizing that Brown is the more logical target in 1966 it is not surprising that almost two and one-half times as many Republicans are "rooting for" Unruh in the controversy as are taking Brown's position.

Brown Popularity

In this survey the California Poll also updated its continuing index of Brown's popularity among the electorate. Current findings reveal that Brown's level of popularity is not greatly changed since the last California Poll measure. However, a trend toward more favorability may be developing, since the proportion of the public who say he is doing a "poor job" has dropped since the last measure taken in January, and there has been a corresponding gain in the "fair job" category. However, the "good job" percentage remains about the same.

	<u>April 1965</u>	<u>Jan. 1965</u>	<u>Feb. 1962</u>
Think the kind of job Brown is doing is --			
Good	24%	26%	24%
Fair	42	33	35
Poor	27	36	30
No opinion	7	5	11

Governor Brown has never shown up as well in this type of measurement as other office holders such as former Governors Goodwin Knight and Earl Warren did. However, in each case when "the chips are down", as they were in the 1958 and 1962 gubernatorial races, Brown has managed to pull off startling victories over such well-known and popular Republicans as ex-Senator William Knowland and ex-Vice President Richard Nixon.

Unruh Image

A large segment of the public does not have any opinion as to the kind of job Jesse Unruh is doing as Assembly Speaker. Those who do have an opinion are more favorable than unfavorable in their appraisal.

	<u>Democrats</u>	<u>Republicans</u>	<u>All voters</u>
Think the kind of job Unruh is doing is --			
Good	17%	13%	16%
Fair	30	28	29
Poor	9	16	12
No opinion	44	43	43