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**BROWN TRAILS KUCHEL, BUT LEADS
REAGAN IN EARLY TEST OF STRENGTH**

by Mervin D. Field

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If the 1966 gubernatorial election were held this month, and if Governor Edmund Brown were seeking a third term, he would be likely to lose if he were facing Republican Senator Thomas Kuchel, and the odds would be about even if his opponent were ex-San Francisco Mayor George Christopher or former Governor Goodwin Knight.

However, Brown would probably defeat any of three other Republicans so far prominently mentioned as possible candidates -- movie actor Ronald Reagan, former Assemblyman Joseph Shell, or State School Superintendent Max Rafferty.

These results were obtained in a California Poll survey earlier this month which made a test of the voter appeal of Governor Brown when he is paired against each of six possible rivals in next year's election.

The pairings and results of these six hypothetical races are shown below:

Kuchel 50%; Brown 36%; and 14% undecided

Christopher 44%; Brown 43%; and 13% undecided

Brown 43%; Knight 42%; and 15% undecided

Brown 46%; Shell 37%; and 17% undecided

Brown 48%; Reagan 38%; and 14% undecided

Brown 49%; Rafferty 33%; and 18% undecided

(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.

To win statewide elections in California, Republicans must hold virtually all of their party voters and also capture a substantial share of Democratic votes. Looking at the voting patterns of Republicans when each of the six possible GOP standard bearers is pitted against Brown, Christopher and Kuchel are the candidates most likely to draw Republican votes, while Rafferty gets the least support from his own party members.

Among Democrats, the table below shows that fewer of them would vote for Reagan, Shell, or Rafferty, while Kuchel gets one out of three Democratic votes in a simulated race against Brown.

	<u>Proportion of party vote when pitted against Brown</u>	
	<u>Republican</u>	<u>Democrat</u>
Kuchel	76%	35%
Christopher	78	24
Reagan	70	19
Knight	66	27
Shell	67	19
Rafferty	58	18

	<u>Democrats</u>
First choice as Democratic candidate:	
Brown	53%
Cranston	16
Anderson	13
Unruh	9
None of these	9

Among those who name Brown as their first choice, approximately four in ten favor Anderson, three in ten favor Cranston and just one in ten favors Unruh as a second choice. The rest do not choose any of these three men as an alternative.

Despite his impressive victories in the 1958 and 1962 elections, Brown has never had overwhelming support from his own party. Relations between the Governor and Unruh, a powerful political figure in his own right, have often been hostile with open warfare in evidence at times. Unruh has stated that if Brown is a candidate he will put aside his own ambitions for the Governor's chair in 1966 and support Brown. On his part, Brown has hinted broadly that he will be a candidate, but to date has not made a definite declaration.

As long as it appears that Brown will be a candidate, no other aspirant is likely to do any formal campaigning for the nomination. However, if Brown eventually decides not to run, a number of Democrats in addition to Unruh, Cranston, and Anderson could jump into the race. (For example, another Democrat who has been mentioned frequently in recent days is Mayor Sam Yorty of Los Angeles. This poll was completed just before the April 6 primary when Yorty won an impressive re-election victory for Los Angeles Mayor over Congressman James Roosevelt.)

Tomorrow the California Poll will report on what the results might be if Brown were the Democratic candidate and he was paired against six different Republican candidates. Watch for this exclusively in this newspaper.

DEMOCRATS

<u>As a gubernatorial choice rate:</u>	<u>Excel-</u> <u>lent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>No</u> <u>opinion</u>
Brown	16%	33	27	21	3
Anderson	3%	23	29	6	39
Unruh	2%	15	32	19	32
Cranston	4%	27	30	12	27

REPUBLICANS

<u>As a gubernatorial choice rate:</u>	<u>Excel-</u> <u>lent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>No</u> <u>opinion</u>
Brown	6%	14	21	55	4
Anderson	2%	20	26	10	42
Unruh	3%	16	22	26	33
Cranston	4%	18	32	21	25

ALL VOTERS

<u>As a gubernatorial choice rate:</u>	<u>Excel-</u> <u>lent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>No</u> <u>opinion</u>
Brown	12%	25	25	34	4
Anderson	2%	21	28	8	41
Unruh	3%	15	28	21	33
Cranston	4%	23	30	16	27