

# THE CALIFORNIA POLL

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THE INDEPENDENT AND IMPARTIAL STATEWIDE SURVEY OF PUBLIC OPINION  
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## INCUMBENTS CONTINUE TO LEAD IN FIVE MAJOR STATEWIDE RACES

by Mervin D. Field

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The latest California Poll statewide survey of voter opinion finds incumbent Democrats Glenn Anderson, Thomas Lynch, and Alan Cranston holding comfortable leads over their respective Republican rivals in the Lt. Governor, Attorney General, and Controller races.

Incumbent Republican Secretary of State Frank Jordan leads his Democratic challenger. The closest race of the five appears to be in the State Treasurer office where Democrat Bert Betts is seeking re-election against a strong challenge from former U. S. Treasurer, Republican Ivy Baker Priest.

These early October standings show relatively little change since the last California Poll made late in August. Today's survey results for the five races are as follows:

	<u>Preference Votes Statewide</u>
<u>Lieutenant Governor</u>	
Glenn Anderson, Dem. Inc.	45%
Robert Finch, Rep.	34
Undecided	21
<u>Attorney General</u>	
Thomas Lynch, Dem. Inc.	47%
Spencer Williams, Rep.	28
Undecided	25
<u>State Controller</u>	
Alan Cranston, Dem. Inc.	51%
Houston Floumoy, Rep.	29
Undecided	20

(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. 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 1,000 or more respondents. Interim surveys sometimes are made with smaller samples of not less than 600 interviews.

	<u>Preference Votes Statewide</u>
<u>Secretary of State</u>	
Frank Jordan, Rep. Inc.	42%
Norbert Schlei, Dem.	30
Undecided	28
<u>State Treasurer</u>	
Bert A. Betts, Dem. Inc.	37%
Ivy Baker Priest, Rep.	36
Undecided	27

Despite high levels of undecided vote and relatively little change in the standings since late August, considerable shifts could still occur by the time the actual votes are cast and counted next month.

The candidates in these races are not as well known as the gubernatorial rivals are, and there is much less campaign impact so far in these contests. While the total vote for these offices will probably not reach the level of that cast in the gubernatorial race, most of the presently undecided voters in each contest will undoubtedly finally vote for one or the other candidate. The undecided group is large enough in almost every case to swing the result for either candidate.

At the present time when most of the voters do not have much to go on in making a choice, incumbency, party, or even the sound or visual appeal of the candidate's name can have more effect than his record, his experience, or his ability.

Therefore, since voter preferences are relatively unstructured, the line up of voters is especially sensitive to the influence of an unexpected event which dramatizes a race, or late campaign efforts for one candidate which are extra-effective in reaching the public.