

FOR RELEASE: MONDAY MORNING,  
APRIL 9, 1973

THE EAGLETON INSTITUTE OF POLITICS  
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CONTACT: JOHN C. BLYDENBURGH

More New Jersey citizens know about the New York City mayoralty election than about the race for governor of New Jersey according to the latest New Jersey Poll conducted by the Eagleton Institute of Politics at Rutgers University. The poll contacted a statewide random sample of 1224 persons 18 years of age and over between March 23 and 31.

Respondents to the poll were asked if they read or heard anything about the upcoming primaries. A total of 46% said they knew something about the New York City primary and only 31% said they had read or heard about the New Jersey primary.

Respondents were further asked if they knew the names of persons who are interested in running for the respective offices. Many respondents correctly listed more than one candidate. For New Jersey governor, 21% of the entire sample gave Republican Governor William Cahill's name and 12% knew the name of his chief rival, Congressman Charles Sandman.

Democrat candidates for governor fared much more poorly. Assemblywoman Ann Klein's recognition was 3% of the entire sample with former Senator Richard Coffee and Richard DeRose at 2%, Senator Edward Crabel being named by 1% and Francis Forst less than 1%.

In the New York City race, on the other hand, a striking 32% of the sample knew that Wagner is a candidate, 11% more than knew Cahill, the incumbent, is a candidate for New Jersey governor.

Furthermore, six other candidates for mayor of New York City had higher recognition than any Democrat candidate for New Jersey governor. Biaggi was named



by 14% of the sample (2% more than knew Sandman), Marchi was known by 8%, Beame 7%, Lindsay 6%, and Badillo 4%. Others who were mentioned were Blumenthal at 2%, Garelik at 2%, and Kretchmer and Myerson at 1%.

The reason for the relatively low recognition of N.J. political figures cannot be dismissed as the result of citizen disinterest, according to John C. Blydenburgh, of Eagleton's New Jersey Politics Center. "New Jersey citizens are the victims of the provincialism of New York City television. These findings convince me that the New York media is not giving adequate coverage to New Jersey politics," he said.

The poll was conducted by telephone from the Eagleton Institute. The results of the New Jersey Poll were tabulated by Opinion Research Corporation of Princeton, New Jersey.



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TO: POLITICAL REPORTERS

FROM: JOHN C. BLYDENBURGH  
EAGLETON INSTITUTE

RE: THE SIXTH NEW JERSEY POLL, RELEASE # 1, MONDAY MORNING, APRIL 9, 1973

The data and questions on which this analysis is based are as follow.

"Have you read or heard anything about the primary for governor this June?"

YES	31%
NO	69%

IF YES, respondents were asked the following question (percentages are percent of total sample):

"Do you happen to know who is interested in running for Governor of New Jersey?"

Cahill	21%
Sandman	12%
Klein	3%
DeRose	2%
Coffee	2%
Crabiel	1%
Forst	**

"Have you been following the primary race for Mayor of New York?"

YES	46%
NO	54%

IF YES, respondents were asked the following question. Percentages are of total sample.

"Do you happen to know who is interested in running for Mayor of New York City?"

Wagner	32%
Biaggi	14%
Marchi	8%
Beame	7%
Lindsay	6%
Badillo	4%



Garelik	2%
Blumenthal	2%
Myerson	1%
Kretchmer	1%
Postel	*
Gray	*
Koch	*

\*An asterisk indicates percentage was less than 1%.

IX	Genetic
IX	Evolution
IX	Mythology
IX	Religion
+	Art
+	Science
+	History

An error in the original was corrected.