With less than two months until the June 7 primary elections, only about one in three New Jersey residents have heard or read something about the primary, and even fewer can name any of the Gubernatorial hopefuls.

The latest Eagleton Poll, just concluded last week, finds that only 36 percent of those questioned report having heard or read anything about the June 7 primary, which will decide the major party candidates for Governor and other offices in the upcoming November elections.

When asked to name the Democratic and Republican candidates in the race for Governor, 67 percent could not name any of the Democratic candidates and 86 percent could not name any of the Republican candidates.

Among the Democratic contenders, Governor Byrne is by far the best known, though only 22 percent of New Jerseyans name him as a candidate. Byrne actually didn't announce his candidacy until April 19, but most political observers had already concluded that he would run.

The recognition rates of other Democratic hopefuls are all below 10 percent. U.S. Congressmen Robert Roe and James Florio are named by 7 percent of the New Jersey electorate, followed by Jersey City Mayor Paul Jordan, who is recognized by 6 percent of all New Jerseyans. Former Commissioner of New Jersey's Department of Labor and Industry, Joseph Hoffman, is named by 3 percent. Others

-more-

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mentioned, but by less than 1 percent, include Raymond Garramone, Jeffrey Ketterson, A. Howard Freund, and Ralph DeRose.

Best known among the Republicans in the race is State Assemblyman Thomas Kean, who is named by 10 percent of the state's voters. State Senator Raymond Bateman is second with 6 percent recognizing him. Former Bergen County Prosecutor Joseph Woodcock, who has since withdrawn, is named by 2 percent of the voters, and Robert Sarcone has a recognition rate of 1 percent.

Poll results indicate that people who identify themselves as Democrats are no more likely to be able to name the Democratic candidates than are self-identified Republicans and Independents. Thirty-two percent of all Democrats can name at least one of their party's candidates, while 34 percent of the Independents, and 34 percent of all Republicans name at least one Democratic contender.

On the other side, Republican partisans are slightly more aware of their party's candidates than are self-identified Independents and Democrats. Twenty-one percent of all Republicans can name at least one Republican in the race, while only 14 percent of the state's Independents, and 11 percent of all Democrats name at least one Republican candidate.

Scott Taylor, Associate Director of the Poll, pointed out that "these results are based on questions which simply ask respondents to name the candidates in the race, rather than giving respondents the names and then asking if they've heard of the various candidates. The questions we use are therefore a stricter test of whether or not people really know the names of the candidates in the race."
our results show clearly," he continued, "that relatively few New Jerseyans know who is running."

Asked to explain why there is such low recognition of the candidates with less than two months before the primary, Taylor pointed out that "part of the reason is that the state's voters have not made an effort to become informed about the Gubernatorial race, but probably most of the fault lies with the lack of media coverage of the campaign up to this point. Poor television coverage in particular is, of course, a traditional problem in New Jersey politics, and it seems to be particularly evident in primary elections. During the 1973 Gubernatorial primary campaign, an Eagleton Poll indicated that only 21 percent of New Jerseyans could name Republican Governor William Cahill as a candidate, and on the Democratic side, fewer than 5 percent could name any of the candidates."

The Eagleton Poll is conducted regularly throughout the year by the Eagleton Institute of Politics at Rutgers University. The latest Poll was conducted between April 11 and 19, when a scientifically selected sample of 1005 adults, 18 years and older were interviewed by telephone.

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The questions referred to in this release are as follows:

"Have you heard or read anything about the primary election coming up on June 6 of this year?"

Yes 36%
No/Don't Know 64

"Can you name any of the Democratic candidates in the race for Governor?"

Brendan Byrne 22%
Robert Roe 7
James Florio 7
Paul Jordan 6
Joseph Hoffman 3
Raymond Garramone *
Jeffrey Ketterson *
A. Howard Freund *
Ralph DeRose *
"Non-Democrats" Mentioned 8

* Mentioned by less than 1 percent

"Can you name any of the Republican candidates in the race for Governor?"

Thomas Kean 10%
Raymond Bateman 6
Joseph Woodcock 2
Robert Sarcone 1
"Non-Republican" Mentioned 6
### Party Identification of Respondent

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<th>Republicans</th>
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