Charles Sandman has not succeeded in getting his opposition to a state income tax across to the public despite his making this the principal issue of his campaign. According to the results of the latest New Jersey Poll, conducted by the Eagleton Institute at Rutgers University between October 5 and October 13, 70% of New Jerseyans either do not know the Republican candidate's position concerning a state income tax or believe that he might favor such a tax. When asked if they "feel Charles Sandman would support a state income tax which would lead to a reduction in local property taxes," a proposal that was defeated by the last legislature, 23% of those polled answered "yes," 30% answered "no," and the remaining 47% did not know.

New Jerseyans were also unclear as to Brendan Byrne's position on taxes. Among respondents, 40% thought the Democratic candidate would favor such an income tax, 17% thought he would not and 43% did not know his position. Byrne has also said that he did not feel a state income tax was needed.

When asked how they personally felt concerning an income tax tied to property tax relief, 49% favored such a proposal, 40% were opposed and 11% were undecided.

Although helping his candidacy somewhat, Sandman's staunch opposition to a state income tax has not enabled him to overcome Byrne's lead. Among voters opposed to a state income tax, Byrne is favored by 39% and Sandman by 31% with 30% still undecided. Among respondents favoring an income tax Byrne is ahead

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by a much more decisive margin 52% to 25% with 22% undecided.

Among all respondents Byrne holds a substantial 47% to 27% lead over Sandman with 26% undecided.

Sandman's trailing position at this late stage in the campaign can at least in part be attributed to the failure of the income tax issue to work decisively in his favor. Sandman's opposition to the income tax would be expected to win him votes among homeowners—a group hard hit by rising taxes. While Sandman does better with homeowners than with renters, Byrne leads the Republican Congressman in both groups. Byrne is ahead 43% to 28% among homeowners and 53% to 25% among renters.

The New Jersey Poll is conducted by the Eagleton Institute of Rutgers University. A random sample of 1235 New Jersey residents were interviewed by telephone during the period from October 5 to October 13.

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TO: POLITICAL REPORTERS

FROM: STEPHEN SALMORE

RE: POLITICAL BACKGROUND MEMO, RELEASE #2, WEDNESDAY AFTERNOON, OCTOBER 24, 1973

The format for the income tax question was as follows:

Earlier this year, a proposal was made in the state legislature to introduce a state income tax in order to reduce property taxes which support public schools.

Do you feel Brendan Byrne would support a state income tax which would lead to a reduction in local property taxes?

Would Support 40.1%
Would Not Support 17.3%
Don't Know 42.5%

Do you feel Charles Sandman would support a state income tax which would lead to a reduction in local property taxes?

Would Support 23.3%
Would Not Support 30.0%
Don't Know 46.7%

Would you support a state income tax if it led to a reduction in local property taxes?

Would Support 49.4%
Would Not Support 40.0%
Don't Know 10.6%