In a poll taken less than a month before election day, more than one out of three New Jerseyans did not know the name of either the Democratic or Republican candidate for Governor. According to the latest results of the New Jersey Poll, conducted by the Eagleton Institute of Rutgers University between October 5 and 13, 34% of those questioned could not correctly name either candidate for Governor, while 53% correctly named both candidates.

Charles Sandman, the Republican candidate, was slightly better known than Brendan Byrne, the Democratic candidate, despite the fact that Sandman has been active in Jersey electoral politics for many years while this is Byrne's first try for elective office. Sandman's name was correctly mentioned by 61% and Byrne's name was correctly mentioned by 58%.

Charles Sandman, who comes from Cape May county and has been active in South Jersey politics for years, was better known than Byrne in the southern portion of the state—but not by a large margin. Sandman was correctly named by 59% of the sample in South Jersey, compared to 51% who correctly named Byrne.

In the much more populous northern portion of the state the "recognition rates" of the two candidates are about the same, with Sandman having a slight 62% to 61% edge. Both these figures, for North Jersey, however, are higher than the comparable figures for South Jersey.
According to the poll results, Sandman was doing somewhat better in his race for governor in South Jersey than in the North, but Byrne led in both regions. In the South Byrne topped Sandman by a 38% to 31% margin, with 32% undecided. In the North Byrne's margin is a much larger 50% to 20% margin, with 25% undecided.

One of the difficulties that candidates for public office in New Jersey face in getting known by the public is the dependence of many New Jerseyans on out of state television, newspaper and radio for political information. In Northern New Jersey, for example, almost as many respondents could name a candidate for Mayor of New York City as could name a candidate for Governor of New Jersey. 61% could name at least one of the four major mayoralty candidates with 56% mentioning Abe Beame, the Democratic frontrunner.

The "recognition" rate of this year's gubernatorial candidates is much higher than those of the candidates for United States Senator last year. At a similar point in the campaign 1972 Clifford Case was correctly identified as Republican Senate candidate by 19% while Paul Krebs, the Democratic candidate, was correctly identified by only 5%.

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
SUBJECT: THE NEW JERSEY POLL, RELEASE #4, MONDAY MORNING, OCTOBER 29, 1973

The questions used for this release were:

"Who is the Republican candidate for Governor?"

Sandman 61.3%
Other or Don't Know 38.7%

"Who is the Democratic candidate for Governor?"

Byrne 58.2%
Other or Don't Know 41.8%

"There is also an election for Mayor of New York City this November. Would you tell me the candidates that you know of who are running in this race?"

Beame 55.8%
Blaggi 30.7%
Blumenthal 20.5%
Marchi 27.8%