

The Gallup Poll

Manchester Book Dulls RFK Star

By George Gallup

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Senator Robert Kennedy's political appeal has suffered a decline in recent weeks.

Kennedy began the new year riding a crest of popularity that built up steadily during 1966 as President Johnson's popularity ebbed. In fact, Kennedy had greater political appeal for all voters than did the President.

Now the situation is reversed and Mr. Johnson is the more popular with all voters of the nation.

Kennedy's decline in political appeal can be laid in large part to the controversy over publication of the book, *Death of a President*, and to a lesser extent to Kennedy's running battle with the Administration over Vietnam policies.

This question was asked of all persons interviewed in the survey:

"Suppose the choice for President in the Democratic convention in 1968 narrows down to Senator Robert Kennedy of New York and President Lyndon Johnson. Which one would you prefer to have the Democratic convention select?"

Kennedy vs. Johnson — All Voters —

	Latest	Feb.	Jan.
Kennedy	41%	44%	48%
Johnson	45	45	39
Undecided	14	11	13

President Johnson has emerged as the top choice of all voters since January, but Kennedy still enjoys a slight lead among Democrats alone. At the height of the book controversy (between the January and February surveys), Mr.

Johnson drew even with Kennedy among Democrats, but since that time Kennedy has lost slightly in the contest with President Johnson.

Mr. Johnson has a much stronger appeal for men than does Kennedy. In fact, Mr. Johnson is preferred to Kennedy among men by a 12-point margin. Kennedy, on the other hand, has greater appeal among women, as the figures below indicate:

— By Sex —

	Men	Women
Kennedy	38%	45%
Johnson	50	40
Undecided	12	15

Kennedy has greater support among younger adults than does President Johnson. In the youngest age group among adults, Kennedy is preferred by a margin of 23 percentage points. In the older age group, however, the reverse is true: Mr. Johnson leads Kennedy by 20 percentage points.

— By Age —

	21-29	30-49	50 and over
Kennedy	56%	45%	31%
Johnson	33	43	51
Undecided	11	12	18

With Independent voters, Mr. Johnson has slightly greater appeal than does Kennedy. But the President is far more popular than Kennedy among Republicans. This is shown in the following table:

— By Political Identification —

	Reps.	Dems.	Ind.
Kennedy	31%	48%	41%
Johnson	48	44	45
Undecided	21	8	14

Kennedy, a Roman Catholic, scores better among persons of his own faith than does Mr. Johnson. The President has the greater appeal among Protestants, as seen in the following table:

— By Religious Preference —

	Protestants	Catholics
Kennedy	40%	48%
Johnson	44	42
Undecided	16	10

The President has considerably greater appeal among the better educated than does Kennedy.

— By Education —

	College	High School	Grade School
Kennedy	34%	41%	48%
Johnson	52%	45%	38%
Undecided	14%	14%	14%