

California Poll

Three Lead Demo Field

By Mervin D. Field

Next year at this time California probably will be the stage for a bitterly contested Democratic presidential primary election race whose results could very well determine who the Democrats will nominate to run against President Richard Nixon in 1972.

At present there are three men far out in front of a large field of Democratic hopefuls. They are Senator Edward Kennedy (Mass.), Senator Edmund Muskie (Maine), and Senator Hubert Humphrey (Minn.).

Bunched together behind them are five more senators: George McGovern (S.D.), William Proxmire (Wis.), Henry Jackson (Wash.), Harold Hughes (Iowa), and Birch Bayh (Ind.).

The wide open character of the race is further illustrated by the fact that two large city mayors are considered possible candidates for the Democratic nomination—Samuel Yorty of Los Angeles and John Lindsay of New York. Yorty is a long-time Democrat, but Lindsay has been a Republican and would have to change parties to make the race.

At this early stage of the contest, two important elements must be viewed in gauging the potential strength of each man — how well he is known and his ratio of favorable to unfavorable impressions.

The California Poll in its most recent statewide survey obtained these measures from a representative crosssection of Democrats.

On the first criterion, Kennedy has the sharpest image among potential voters and Bayh is the least well-known.

	Know enough about this man to have a positive or negative impression
Edward Kennedy	85%
Samuel Yorty	79
Hubert Humphrey	78
Edmund Muskie	71
John Lindsay	70
George McGovern	48
William Proxmire	28
Harold Hughes	25
Henry Jackson	24
Birch Bayh	23

Of the men considered to have the most likely chance of getting the nomination, Muskie has the most favorable profile primarily because a smaller proportion of Democrats has an unfavorable impression of him compared to Kennedy and Humphrey. Yorty's profile is more negative than positive. Lindsay's image among Democrats is relatively well defined and is quite favorable.

	Rating of this man among Democrats —		
	Favorable	Unfavorable	Neutral, no opinion
Edward Kennedy	69%	18	15
Hubert Humphrey	61%	18	22
Edmund Muskie	61%	10	28
Samuel Yorty	29%	50	21
John Lindsay	64%	6	30
George McGovern	38%	10	52
Harold Hughes	22%	3	75
William Proxmire	21%	7	72
Henry Jackson	18%	6	76
Birch Bayh	18%	8	77

A comparison of the Democratic voter profiles of the leading contenders — Muskie, Kennedy, and Humphrey — has not changed significantly since The California Poll first obtained ratings on these three men last November.

	Rating of this man among Democrats —		
	Favorable	Unfavorable	Neutral, no opinion
EDMUND MUSKIE			
November 1970	60%	7	33
May 1971	61%	10	29
EDWARD KENNEDY			
November 1970	68%	16	16
May 1971	69%	16	15
HUBERT HUMPHREY			
November 1970	67%	18	15
May 1971	62%	16	22