



# Year Later: Kennedy Appeal Still Low

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PRINCETON, N.J. — Sen. Edward Kennedy has failed thus far to regain the high level of popularity he had enjoyed prior to his tragic car accident on Chappaquiddick Island exactly one year ago this weekend.

In the latest survey 25 per cent of all adults interviewed give Senator Kennedy an "extremely favorable" rating, only half the proportion who did so in a survey conducted prior to the accident last July 18-19.

Immediately following the accident Kennedy's "extremely favorable" rating dropped sharply from 49 per cent to 34 per cent.

His rating slipped a few percentage points more in an October survey. A January survey showed Kennedy making a slight recovery in terms of his popular appeal, but these gains did not hold up, as seen in the latest survey.

One factor in the decline found in the latest sampling may have been Judge James A. Boyle's inquest report on the death of Miss Kopechne, released April 29, in which he concluded that Senator Kennedy may

## Gallup Poll

have driven negligently and that such driving may have contributed to Miss Kopechne's death.

To determine attitudes toward Senator Kennedy, a sensitive attitude measuring device called the Stapel Scalometer was employed.

The Stapel Scalometer consists of 10 numbered squares which range from extreme like to extreme dislike. Each respondent is asked to indicate the square that best describes his feelings about a particular person. The top two positions on the scale are combined to provide the "extremely favorable" rating.

The following table shows the trend in "extremely favorable" ratings:

Latest .....	25
January '70 .....	34

October '69 .....	28
July (after accident) .....	34
March (before) .....	49

A total of 1,513 adults were interviewed in person by trained Gallup interviewers. The survey covered more than 300 carefully selected localities across the nation.

Senator Kennedy's decline in appeal has occurred among all major groups in the population, including Catholics who earlier had been the bulwark of his support.

Following are the "extremely favorable" ratings by key groups, as recorded in the latest survey:

Men .....	23
Women .....	28
21-29 years .....	28
30-49 years .....	26
50 & over .....	24
East .....	26
Midwest .....	32
South .....	21
West .....	22
Protestants .....	23
Catholics .....	34