

Poll finds MAY 26 1975  
**Kennedy Is**  
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**Demo Choice**

By George Gallup

Princeton, N.J.

Despite his non-candidate status, Senator Edward Kennedy of Massachusetts is easily the top choice of Democrats for the 1976 nomination.

Kennedy wins the vote of 36 per cent of Democrats asked to choose from a list of 34 persons who have figured in speculation over the 1976 Democratic nomination.

Kennedy's support is more than twice that given the man named next most often, Governor George Wallace of Alabama. Wallace is the first choice of 15 per cent of Democrats interviewed.

Rounding out the top choices are Senator Hubert Humphrey of Minnesota, 9 per cent; Senator Henry Jackson of Washington 6 per cent; Senator Edmund Muskie of Maine, 4 per cent; and Senator George McGovern.

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ern of South Dakota, 2 per cent.

Here are the questions asked:

"Here is a list of people who have been mentioned as possible presidential candidates for the Democratic party in 1976. (Respondents were handed a card with 34 names.) Which one would you like to see nominated as the Democratic candidate for President in 1976? Who would be your second choice?"

Senator Edward Kennedy	36 Pct.
Governor George Wallace	15
Senator Hubert Humphrey	9
Senator Henry Jackson	6
Senator Edmund Muskie	4
Senator George McGovern	2
All others x	17
No opinion - No preference	11

x All other candidates on the list received one per cent or less of the vote of Democrats.

Although Kennedy announced last September what he described as a "final and unconditional" withdrawal from the race for 1976, some journalists and political observers feel he might accept a draft next year if the situation were to arise.

The Massachusetts senator's withdrawal from the race left the Democratic field wide open. In every test between the 1972 presidential election and his withdrawal, Kennedy had been the first choice of Democratic voters for the nomination.

When the vote given Kennedy in the current test is distributed to the other candidates on the list (on the basis of second choices), Wallace (19 per cent) and Humphrey (18 per cent) emerge as the front runners.

In matching Wallace's strength, Humphrey has made considerable gains since the survey following last November's congressional elections. At that time, Humphrey was the choice of 11 per cent for the nomination. Little change since November is noted in the case of the other candidates tested.

	Latest 19 Pct.	Novem- ber 19 Pct.
George Wallace	18	11
Hubert Humphrey	9	10
Henry Jackson	7	6
Edmund Muskie	6	6
George McGovern	3	3
Julian Bond	3	3
John Lindsay	3	3
Adlai Stevenson III	3	3
Lloyd Bentsen	2	2
Eugene McCarthy	2	1
All Others x	15	15
No Opn - No Prefs	13	21

x All other candidates on the list received one per cent or less of the vote of Democrats.

Current top choices for the 1976 Democratic nomination have the distinct advantage of being well-known to the electorate.

An examination of the top choices of Democrats gives some indication of the importance of name awareness to a potential candidate. Of the top six choices, five are also leaders in terms of name recognition. Only Jackson rates as one of the top nomination choices despite a relatively low recognition score.

Many question wordings have been used to test candidate name awareness, some including the titles of candidates, some not.

Based on survey evidence, the Gallup Poll used the following wording as the most realistic:

"Which of these people have you heard something about?"

Senator Edward Kennedy	92 Pct.
Governor George Wallace	90
Senator Hubert Humphrey	88
Senator George McGovern	81
Sen. Edmund Muskie	80
Ralph Nader	69
John Lindsay	66
Eugene McCarthy	66
Senator Adlai Stevenson III	63
Sargent Shriver	62
Senator Henry Jackson	59
Senator John Glenn	56
Senator William Proxmire	54
Senator Thomas Eagleton	53
Senator Robert Byrd	41
Gov. Edmund Brown, Jr.	40
Senator John Tunney	40
Represen. Morris Udall	38
Julian Bond	37
Senator Birch Bayh	34
Governor Reubin Askew	28
Senator Frank Church	27
Jimmy Carter	26
Governor Ella Grasso	20
Senator Gary Hart	18
Governor Milton Shapp	18
Senator Dale Bumpers	18
Governor Hugh Carey	18
Fred Harris	18
Senator Lloyd Bentsen	15
Mayor Kevin White	14
Terry Sanford	14
Governor Brendan Byrne	13

In the case of many candidates, name recognition scores are slightly lower in the latest survey than they were in November.

This is undoubtedly due to the fact the earlier survey was conducted less than one week after the elections, at a time when many of these persons were in the national spotlight.