

Gallup Poll

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**Kennedy Scores
Highest in Appeal**

By George Gallup

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None of today's political figures appear to have the personal magnetism or political sex appeal of previous political leaders such as John Kennedy, Lyndon Johnson and Dwight Eisenhower.

A special attitude scale designed to measure personal appeal shows Senator Edward Kennedy being given the highest rating at present, with 33 per cent of voters according him a "highly favorable" rating. Next are Senator Hubert Humphrey and Ronald Reagan, currently the top nomination choices of their respective parties, each with a rating of 23 per cent. President Ford has a "highly favorable" rating of 22 per cent, while Governor George Wallace receives a rating of 21 per cent.

In contrast, Mr. Eisenhower reached a score of 71 per cent in 1957 — the all-time high since these measurements were introduced in the early '50s — while Mr. Kennedy enjoyed a rating of 62 per cent in 1962 and Mr. Johnson was given a rating of 59 per cent in 1964.

To measure the personality

factor, the Stapel Scalometer is used. The Scalometer consists of ten squares ranging from plus five — or someone liked very much — down to minus five, someone disliked very much. Each respondent is asked to indicate the square that best describes his feelings about a particular person. These ratings are measurements of the appeal of a candidate as a person and should not be confused with test election results.

The following table shows the "highly favorable" ratings (plus five and four) for those men from the list most widely known to the electorate at the present time:

"Highly favorable" rating from ten-point scale.

(Plus five and four)

Edward Kennedy 33%
Hubert Humphrey	... 23
Ronald Reagan 23
Gerald Ford 22
George Wallace 21
Henry Jackson 17
George McGovern	... 12
Edmund Muskie 11

These ratings of the personal appeal of candidates, apart from issues or party loyalty, have pointed to the winner in each presidential election of the last

quarter century and indicate that voters often vote for the man, not the party.

The following table shows the "highly favorable" ratings given the presidential candidates, as determined by surveys conducted just prior to the election:

1972 Nixon 41%
McGovern 21
1968 Nixon 38%
Humphrey 27
Wallace 17
1964 Johnson 49%
Goldwater 16
1960 Kennedy 50%
Nixon 40
1956 Eisenhower 57%
Stevenson 34
1952 Eisenhower 47%
Stevenson 37

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