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With Senator Edward Kennedy's Fourth of July trip to Governor Wallace's home state of Alabama starting a rash of speculation regarding the 1976 presidential race, the latest Gallup Poll shows Kennedy to be far and away the top choice of Democratic voters for their party's nomination.

Kennedy is selected by 40 per cent of Democrats, receiving more than twice the support given the next highest vote-getter, Wallace, who wins 16 per cent of the Democratic vote.

Running far behind Kennedy and Wallace are Senator Edmund Muskie of Maine with 9 per cent, Minnesota Senator Hubert Humphrey with 8 per cent and Senator George McGovern, 1972 presidential nominee, also with 8 per cent. None of the other eight people on the list draws more than 4 per cent of the vote of Democrats in the survey.

QUESTION

Although the question of whether or not Kennedy will be a presidential candidate in 1976 is still up in the air, he recently announced he will reveal his plans shortly after the 1974 congressional election.

Democrats in the latest survey were asked to indicate their top nomination choice from a list of 13 men who have been mentioned as possible Democratic presidential candidates for 1976. Following are the question and results:

"Here is a list of people who have been mentioned as possible presidential candidates for the Democratic party in 1976. Which one would you like to see nominated as the Democratic candidate for President in 1976?"

1976 NOMINATION CHOICES OF DEMOCRATIC VOTERS

Table with 2 columns: Name and Percentage. Edward Kennedy 40%, George Wallace 16%, Edmund Muskie 9%, Hubert Humphrey 8%, George McGovern 8%, Henry Jackson 4%, Adlai Stevenson 3%, John Lindsay 3%, Sargent Shriver 2%, Reubin Askew 1%, Walter Mondale 1%, William Proxmire 1%, John Tunney 1%, No preference/no opinion 9.

(Note: Total adds up to 105% since some persons in the survey named more than one man.)

To determine how the vote would divide if the nomination choice were to narrow down to Kennedy and the next two men on the list—Wallace and Muskie—

Democrats in the survey were asked:

"Suppose the choice for President in the Democratic convention in 1976 narrows down to Edward Kennedy and George Wallace. Which one would you prefer to have the Democratic convention select?"

RESULTS

The results show Kennedy with a better than 3-to-1 lead, 71 per cent to 22 per cent, with 7 per cent undecided.

They were then asked:

"Suppose the choice for President in the Democratic convention in 1976 narrows down to Edward Kennedy and Edmund Muskie. Which one would you prefer to have the Democratic convention select?"

Muskie fares better than Wallace in a "showdown" test with Kennedy, although he trails the Massachusetts senator by a 2-to-1 margin, 64 to 26 per cent, with 10 per cent undecided.

The advantage enjoyed by front-runners Kennedy and Wallace over the others on the list is due, in part, to the fact that they are better known to the American people.

The first hurdle faced by presidential hopefuls is becoming known to the electorate—a process that usually takes a number of years. As a general rule of thumb, a person known to three-

quarters or more of the electorate has a high awareness score.

The following table shows the awareness score of each of the 13 men on the candidate choice list. The question was, "which of these people have you heard something about?" The findings are based on the total sample.

NAME AWARENESS SCORES OF LEADING DEMOCRATS (BASED ON TOTAL SAMPLE) HEARD SOMETHING ABOUT

Table with 2 columns: Name and Percentage. Wallace 94%, Kennedy 93%, Humphrey 92%, McGovern 90%, Muskie 86%, Lindsay 79%, Shriver 78%, Stevenson 70%, Proxmire 56%, Jackson 48%, Tunney 42%, Askew 32%, Mondale 26.

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Kennedy Lead In Demo Race