

THE CALIFORNIA POLL

THE INDEPENDENT AND IMPARTIAL STATEWIDE SURVEY OF PUBLIC OPINION
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CALIFORNIA VOTERS RANK BOBBY KENNEDY
MOST POPULAR RUNNING MATE FOR PRESIDENT
JOHNSON TODAY

by Mervin D. Field

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As far as Californians are concerned today, the strongest presidential ticket the Democrats could nominate would be one headed by Lyndon B. Johnson with Robert Kennedy as his vice-presidential running mate.

The next-best ticket for the Democrats would be Johnson teamed with Senator Hubert Humphrey. This ticket would have somewhat stronger bi-partisan appeal, since Humphrey is more appealing to Republicans than is Kennedy. California Governor Edmund G. "Pat" Brown, sometimes mentioned as a possibility for the vice-presidential nomination, is not favored by many Californians of either party for the post.

Statewide Survey

The California Poll's latest soundings of public opinion throughout the state indicate that Bobbie Kennedy has a strong edge, and that Humphrey and Adlai Stevenson are the next most popular names for second spot on the Democratic ticket. Robert McNamara, Secretary of Defense, is liked by many Republicans, but is not favored by many Democrats.

To make these measurements, the Poll's trained opinion reporters visited the homes of a cross section of voters selected according to scientific methods to give an accurate representation of registered voters of all parties. All regions of the state are represented in the sampling in proportion to the number of voters they contain.

Each person interviewed was asked the following question:

"As you know, there are several men who have been suggested as possible running mates with President Johnson on the Democratic ticket in November. Of course, you may not vote for any Democratic ticket, but which of these tickets would be most appealing to you -- the one you would most like to see in office?"

(MORE)

The California Poll was founded in 1946 as a medium for promoting public opinion research. The California Poll is completely independent of all political parties and candidates. Its sole purpose is to report public opinion accurately and objectively. Most of the financial support for the Poll comes from newspapers that have publication rights within the city of publication. The Poll utilizes accepted scientific sampling and questioning procedures in obtaining the data reported in its releases. Representative samples of adults are interviewed at periodic intervals on election issues and other socially important questions of the day. Proportionate numbers of people of both sexes, from all parts of the state, from different sized communities, and of all age, economic, political, and occupation groups are included in the samples. Major surveys are made with samples of 1,200 or more respondents. Interim surveys sometimes are made with smaller samples but not less than 600 interviews.

The answers of all voters combined, and of Democrats and Republicans individually are as follows:

Ticket with most appeal would be Lyndon B. Johnson and --	All voters	Democrats	Republicans
Robert Kennedy	34%	42%	21%
Hubert Humphrey	18	17	20
Adlai Stevenson	16	18	14
Robert McNamara	9	5	15
Sargent Shriver	6	5	8
Edmund G. Brown	4	5	2
Eugene McCarthy	2	2	2
Abraham Ribicoff	2	2	2
All, any of them	*	1	-
None of them	5	1	10
Don't know	4	2	6

*Less than one per cent.

Least Appeal

The other side of the coin is the ticket that least appeals to Californians. Here, the Poll finds that Governor Brown is least often desired as President Johnson's running mate, and that Bobby Kennedy also is objected to by many Republicans.

"Which one of those tickets is least appealing to you -- the one you would least like to see in office?"

Ticket with least appeal would be Lyndon B. Johnson and --	All voters	Democrats	Republicans
Edmund G. Brown	28%	23%	36%
Robert Kennedy	13	8	21
Adlai Stevenson	12	13	11
Sargent Shriver	6	7	3
Robert McNamara	6	8	3
Hubert Humphrey	5	6	4
Eugene McCarthy	4	6	2
Abraham Ribicoff	4	5	2
All, any of them	1	*	2
None of them	5	5	6
Don't know	16	19	10

*Less than one per cent.

An earlier California Poll report has shown that President Johnson is currently leading all of his potential Republican opponents by a wide margin, and it is probable that his personal popularity is so strong that it would not make a significant difference at this time which of the various vice-presidential running-mates he is teamed with. However, when the Republicans have settled their divisive party battles and have nominated their ticket, and when the presidential contest is joined in earnest, it is likely that the President's choice of a running mate will assume much more importance.

Among the major issues in the coming elections will be the question of Negro civil rights and housing discrimination. Tomorrow the California Poll will begin a three-part analysis of public opinion as it stands today on these important and potentially explosive problems.