

The Harris Survey

For Release: Thursday, January 20, 1972

MUSKIE GAINS OVER DEMOCRATIC PRIMARY RIVALS

By Louis Harris

Among those Democrats likely to enter most of the primary contests in the next few months, Sen. Muskie has now moved out to a rather substantial lead over his other opponents.

Thirty percent of the Democrats indicate nationwide they would vote for the Maine Senator, compared with 23 percent for Sen. Humphrey, 7 percent for Mayor Lindsay, and 6 percent for Eugene McCarthy. (These countrywide percentages, of course, do not hold for any particular state.)

Here is the trend from repeated Harris Surveys, the latest of which was conducted between December 28th and January 4th among 1,342 Democrats and Independents nationwide. The cross section was asked:

"Which one of the people on this list would be your first choice for the Democratic presidential nomination in 1972?" (Hand Respondent Card)

PREFERENCE FOR DEMOCRATIC NOMINATION

	<u>Democrats & Independents</u>	<u>Democrats</u>	<u>Independents</u>
	<u>%</u>	<u>%</u>	<u>%</u>
<u>Muskie</u>			
January, 1972	30	30	31
November, 1971	27	27	26
September, 1971	27	27	25
<u>Humphrey</u>			
January	18	23	9
November	21	25	14
September	23	27	14
<u>McCarthy</u>			
January	8	6	13
November	5	4	6
September	9	7	12
<u>Lindsay</u>			
January	8	7	9
November	12	12	13
September	11	11	12
<u>McGovern</u>			
January	7	5	10
November	7	6	9
September	5	5	5
<u>Jackson</u>			
January	5	5	5
November	4	2	6
September	2	2	4
<u>Chisholm</u>			
January	3	3	3
November	X	X	X
<u>Yorty</u>			
January	1	1	1
November	1	1	1
<u>None or Not Sure</u>			
January	20	20	19
November	21	21	23
September	21	19	25

- OVER -

Since September, Muskie has strengthened the lead he previously held, while Humphrey appears to have slipped steadily, although he is still clearly the number-two choice of Democrats. About one in five Democrats have not yet made up their minds, however.

The survey indicates that Mayor Lindsay of New York dropped from 12 to 8 percent following the announcement of his candidacy, with his fall most pronounced among rank-and-file Democrats. Of the aspirants on the "liberal" side of the Democratic Party, former Sen. Eugene McCarthy appears to have been picking up ground more rapidly than either Lindsay or Sen. George McGovern of South Dakota.

On the more "conservative" side, Sen. Henry Jackson of Washington has added slightly to his backing, but still lags in sixth place nationally. Mayor Sam Yorty had one percent when he declared his candidacy and he still stands at that figure.

Rep. Shirley Chisholm, the black candidate from New York, comes up with 3 percent of the vote, rising to 9 percent among black voters alone. Almost all of this vote is at the expense of Sen. Humphrey who otherwise wins the black vote hands down with Sen. Edward Kennedy not in the race.

On a regional basis, Sen. Muskie is the frontrunner by a wide margin in the East, the Midwest, and the West. Sen. Humphrey's strength is centered this time among both blacks and the white southern vote. Muskie is ahead among the under-30 voters, although McGovern and Lindsay make their best showings with this newest segment of the electorate. Muskie holds a substantial lead among both Catholic and Jewish ethnic vote groups. Humphrey's bulwark of support lies among the least well educated, while Muskie walks away from the field among the better educated and higher income voters in the Democratic Party.

The depth of the Muskie strength among Democrats and Independents was further demonstrated in this latest Harris Survey when voters were asked:

"Suppose for the Democratic nomination for President it were between Sen. Muskie and Sen. Humphrey, whom would you be for?"

MUSKIE VS. HUMPHREY

	<u>Democrats & Independents</u>	<u>Total Democrats</u>	<u>Total Independents</u>
	<u>%</u>	<u>%</u>	<u>%</u>
Muskie	56	52	63
Humphrey	31	37	18
Not Sure	13	11	19

On a head-to-head basis, the Muskie lead over Humphrey grows to a substantial 25 percentage points. Against an even more liberal opponent, such as Lindsay, the Muskie lead is still wider:

MUSKIE VS. LINDSAY

	<u>Democrats & Independents</u>	<u>Democrats</u>	<u>Independents</u>
	<u>%</u>	<u>%</u>	<u>%</u>
Muskie	60	60	58
Lindsay	26	26	25
Not Sure	14	14	17

With Sen. Kennedy out of the running, at least until the primary season is over, Sen. Muskie has clearly emerged as the preferred choice nationwide of both Democrats and Independents to be the Democratic nominee. In addition, the Maine Senator also runs President Nixon the closest race, at the moment finishing in a 42-42 percent dead heat with George Wallace running as an independent.

But past experience has shown that voters can shift preferences rapidly when one or another of the aspirants wins an early primary victory and gains momentum. The point, however, is that Muskie enters the primary season with far and away the most momentum with the voters themselves.

#