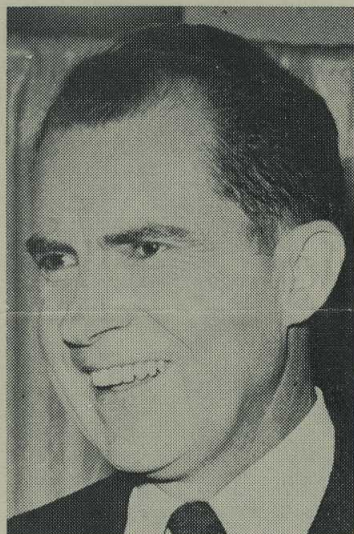


GALLUP POLL

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Nixon



Romney



Lodge

Nixon Leads GOP Hopefuls Romney Shows Increase

By George Gallup

Richard Nixon continues to head the list of 1968 GOP hopefuls based upon present choices of the rank-and-file of the Republican party.

Governor George Romney of Michigan, however, has moved into second place in the most recent nationwide poll, and reveals evidence of strength which may boost his standing in the months ahead.

The race for the nomination has already started and Nixon and others are accepting speaking dates months ahead. A new crop of possibilities will undoubtedly be produced by the state and national elections next year. On the other hand, many of those now being mentioned will, in the language of politicians, become "unavailable".

The present survey embraced an accurate cross-section of rank-and-file members of the Republican party. In effect it is an open primary for all major candidates who have been mentioned as 1968 possibilities entered on the election ballot.

Gallup Poll interviewers in 180 areas of the nation were assigned to ask persons who identified themselves

After naming his first choice, each person was asked to name his second and third choices.

Here are the results based on both first choice and all choices combined (first, second, and third).

GOP Candidate Preference (Republicans Only)

	First choice %	Total, all c %
Richard Nixon	28	50
George Romney	15	35
Henry Cabot Lodge	12	38
Barry Goldwater	9	26
William Scranton	8	28
Nelson Rockefeller	7	22
Everett Dirksen	5	17
Robert Taft, Jr.	3	6
John Lindsay	3	5
Mark Hatfield	2	11
Ronald Reagan	2	10
Charles Percy	1	5
Others, No opinion	8	

One of the great problems which every candidate faces is to become well known to the electorate.



Goldwater



Scranton



Rockefeller

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years, and, in fact was well known in business circles before he entered Michigan politics. Yet he is known to only about half of the persons in his own party.

Nixon's eight years as vice-president, and his continued activity on the national scene, have made him the best known of all the likely contenders.

Robert Taft, Jr., on the other hand, has an initial advantage stemming from his famous name. However, he still faces the task of translating this into popular public support.

To discover just how well known the most frequently mentioned GOP possibilities are at this early point in the race, a special question was included in the survey. Persons included in the poll were asked to go over the list of leading candidates and then asked to tell the interviewer "Which of these men do you know something about?" This question obviously goes somewhat beyond mere name recognition or identification.

The results, for the top candidates, in respect to how well known they are to party members follow:

Best Known Candidates	
Nixon	79%
Goldwater	75

Scranton	57
Taft	53
Romney	48
Reagan	46
Hatfield	23
Lindsay	16
Percy	8

If John Lindsay, Republican candidate for mayor of New York City, wins the election the publicity attendant upon this event can be expected to make him far better known throughout the country. At the present time he is known to relatively few Republicans outside the New York area. Currently his national figure is 16 per cent.

The importance of being well known is attested to in the political axiom: "You can't beat a somebody with a nobody". Of course, it is possible to be well known and widely disliked; but generally the lesser-known candidate suffers under a definite handicap.

When the number of first, second, and third choices given by Republican voters to Governor Romney is related to the numbers of persons who say "I know him, he has a higher percentage of choi