

December 5, 1967
3:30 PM

MEMORANDUM TO THE PRESIDENT

FROM: Fred Panzer *afp*

SUBJECT: Advance Gallup for Wednesday, December 6, 1967

Only about four out of ten Americans have read or heard about Sen. McCarthy — even as news of impending candidacy was making headlines in late November.

As a result the pairing with LBJ breaks down this way:

Total who know about McCarthy 42%

Favor LBJ	24%
Favor McCarthy	11%
Undecided	7%

Total who do not know about McCarthy 58%

Thus LBJ is ahead 2 to 1 among who are aware of McCarthy. Among rank and file Democrats LBJ is ahead 3 to 1.

Looking at it another way, of those who know about McCarthy the results are:

LBJ	57%
McCarthy	26%
Undecided	17%

This is in the same ballpark as the Harris pairing today.

LBJ	63%
McCarthy	17%
Not sure	20%

Incidentally, 2% of the public confused Eugene McCarthy with Joe McCarthy.

It is not clear whether Harris asked if people knew who Gene McCarthy was before pairing him with LBJ. He is out of town so I couldn't find out.

Attachment

McCarthy
for LBJ

Est. 1967

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