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Topeka, Kansas, Sunday, September 3, 1978

Bennett, Kassebaum, Jeffries in early lead

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First of three statewide Capital-Kansas Polls, Republican incumbent Gov. Robert F. Bennett is democrat challenger John Carlin's sizable margin.
Nancy Landon Kassebaum is leading Democrat Bill Roy for the U.S. Senate, Atchafalpa Jim Jeffries is leading incumbent Congresswoman Keys for the Second district congressional seat, and incumbent Attorney General Curt Schneider is ahead of Republican Robert Stephan.
Telephone poll of 1,000 eligible voters was completed Aug. 29,

more than two months before the general election.

Results in secretary of state and state treasurer races and the liquor-by-the-drink question will be published in The Daily Capital and The State Journal Tuesday.

In the gubernatorial contest, Bennett carries 47 percent of the current preferences compared to 32 percent who prefer Carlin. Twenty percent are as yet undecided. Bennett leads by more than a three to one margin in his home Third congressional district.

The incumbent governor leads by much smaller margins elsewhere in the state except in the Fourth district (including Wichita) where he and the Democrat Speaker of the Kansas House



are evenly matched with a large, 30 percent, undecided. Bennett outpolls Carlin 45 percent to 30 percent among voters who consider themselves independents.

Among Republicans, Bennett draws 76 percent of the preferences with 11 percent indicating a preference for his

Democrat opponent. Carlin polls 65 percent of those who consider themselves Democrats while 14 percent of Democrats indicate an intention to crossover and vote for the Republican incumbent. Bennett leads Carlin across all age groups with a thin margin among 50- to 64-year olds, but a substantial margin among those age 65 or older. Urban voters currently prefer Bennett by a margin of 21 percentage points, but among rural voters his lead over the Smolan dairyman slips to 5 percentage points.

Democrat Bill Roy, narrowly defeated in his attempt four years ago to unseat Sen. Robert Dole, currently is trailing slightly in his bid to capture the Senate office being vacated by Sen.

James Pearson. Republican contender Nancy Landon Kassebaum, a former Pearson aide and the daughter of Alf Landon, outpolls Roy by a 44 percent to

40 percent margin.

Kassebaum leads Roy by 13 percentage points in the western Kansas district.

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The Results

Governor		2nd District Congress	
Bennett	47%	Jeffries	48%
Carlin	32%	Keys	44%
Don't know	20%	Don't know	11%
Other	1%	Other	
Senate		Attorney General	
Kassebaum	44%	Stephan	
Roy	40%	Schneider	
Don't know	15%	Don't know	
Other	1%	Other	

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Bennett, Kassebaum lead

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district, but holds a smaller edge in the Third and Fourth districts. The two candidates draw equal support in the southeast Kansas Fifth district while Roy leads in preferences among voters in the Second district who twice in previous years, have elected Roy to the U.S. House of Representatives.

The contenders show nearly equal strength among voters of the opposite party with Roy drawing 17 percent of those who consider themselves Republicans and Kassebaum attracting 15 percent of those who label themselves Democrats. Roy shows a slight edge among independent voters.

Among male voters Roy outpolls Kassebaum very slightly while females

prefer the latter by a margin of 8 percentage points. Kassebaum has a small lead among both rural and urban voters and among those in the oldest and youngest age groups. Roy, however, leads among those age 30 to 49 and those age 50 to 64.

With about a month elapsed since the primary election, Second district Rep. Martha Keys is trailing in her bid for re-election to a third term. Republican Jim Jeffries currently outpolls Democrat Keys 48 percent to 41 percent.

Atchison businessman Jeffries leads the incumbent among voters age 50 and older but trails among younger voters. He outpolls Keys among both urban and rural voters and among males, but

female voters in the Second district split evenly between the two.

Democrat Curt Schneider holds statewide lead of 11 percentage point (44 to 33) over GOP challenger Robert Stephan in the attorney general contest. The incumbent leads in all but the Third congressional district where each of the candidates polls 39 percent. Schneider runs considerably stronger (27 percent) among Republicans than does Stephan among Democrats, (1 percent). Independents prefer Schneider by more than two to one. Schneider leads, as well, among both males and females, among both urban and rural voters, and among voters in all age groups except those age 65 or older who give Stephan a 6 point edge.

How Kansas Poll was conducted

The Capital-Journal Kansas Poll is a professionally conducted scientific survey of eligible Kansas voters. One thousand respondents from throughout the state were interviewed by telephone between Saturday, Aug. 19 and Tuesday, Aug. 29.

The statewide sample was made up of proportional numbers of respondents in each of Kansas' five congressional districts. Each district subsample consisted of proportional numbers of rural and urban residents. Individu-

al respondents were selected by means of a special computer-assisted random selection process.

On questions which asked respondents to indicate a choice between candidates, the order of presentation of the candidates' names was alternated on successive interviews (counter balancing) to nullify any possible serial order effects of primacy or recency of mention.

Statewide results are based on a sam-

ple of 1,000, with approximately 20 from each congressional district. According to accepted standards of statistical inference, estimates based on the statewide sample of 1,000 will vary, if at all, by no more than 3 or 4 percent age points from the actual population value. Estimates based on smaller subsample groups are subject to slightly larger estimating error.

The poll was designed and conducted for The Capital-Journal by Central Research Corporation of Topeka.

"If the election were held today for Governor of Kansas, would you vote for Republican Robert Bennett or for Democrat John Carlin?"

	Statewide	Congressional District					Those who consider themselves...			Males	Females	Age				Urban	Rural
		1	2	3	4	5	GOP	Demo	Ind			18-29	30-49	50-64	65/older		
Bennett	47%	42%	50%	64%	34%	47%	76%	14%	45%	51%	45%	48%	50%	42%	50%	40%	40%
Carlin	32%	36%	37%	20%	34%	33%	11%	65%	30%	34%	30%	34%	34%	38%	21%	38%	30%
Don't know	20%	22%	13%	15%	30%	19%	12%	20%	24%	14%	24%	16%	15%	20%	29%	22%	16%
Other	1%	0	0	1%	2%	1%	1%	1%	1%	1%	1%	2%	1%	0	0	1%	1%

"If the election were held today for U.S. Senator, would you vote for Republican Nancy Landon Kassebaum or for Democrat Bill Roy?"

	Statewide	Congressional District					Those who consider themselves...			Males	Females	Age				Urban	Rural
		1	2	3	4	5	GOP	Demo	Ind			18-29	30-49	50-64	65/older		
Kassebaum	44%	48%	40%	45%	45%	38%	70%	15%	38%	42%	44%	50%	40%	39%	49%	43%	43%
Roy	40%	35%	47%	41%	37%	38%	17%	70%	41%	44%	36%	37%	44%	45%	31%	39%	40%
Don't know	15%	17%	12%	14%	18%	23%	13%	15%	20%	14%	19%	13%	15%	15%	20%	18%	14%
Other	1%	0	1%	0	0	1%	0	0	1%	0	1%	0	1%	1%	0	0	1%

"If the election were held today for 2nd District Congressional Representative, would you vote for Republican Jim Jeffries or for Democrat Martha Keys?"

	Districtwide	GOP	Demo	Ind	Males	Females	Age				Urban	Rural
							18-29	30-49	50-64	65/older		
Jeffries	48%	73%	15%	40%	52%	43%	35%	39%	49%	64%	45%	51%
Keys	41%	18%	70%	45%	40%	43%	58%	48%	37%	20%	42%	39%
Don't know	11%	9%	15%	15%	8%	14%	7%	13%	14%	19%	12%	10%
Other	0	0	0	0	0	0	0	0	0	0	0	0

"If the election were held today for Kansas Attorney General, would you vote for Republican Robert Stephan or for Democrat Curt Schneider?"

	Statewide	Congressional District					Those who consider themselves...			Males	Females	Age				Urban	Rural
		1	2	3	4	5	GOP	Demo	Ind			18-29	30-49	50-64	65/older		
Stephan	33%	28%	35%	39%	32%	30%	56%	15%	23%	34%	32%	25%	36%	34%	37%	32%	35%
Schneider	44%	48%	46%	39%	42%	48%	27%	63%	51%	48%	41%	54%	48%	43%	31%	44%	46%
Don't know	23%	24%	19%	21%	26%	22%	17%	22%	26%	18%	27%	20%	16%	23%	32%	24%	19%
Other	0	0	0	1%	0	0	0	0	1%	0	0	1%	0	0	0	0	0