Miami Herald, The (FL)

May 8, 1987

Section: FRONT Edition: FINAL

Page: 23A

Memo: THE FALL OF THE FRONT-RUNNER

HART RATINGS PLUNGE IN NATIONAL SURVEYS UNITED PRESS INTERNATIONAL

The unfavorable rating **Gary Hart** received in nationwide polls has doubled, ranging from 26 percent to 40 percent, two polls showed Thursday.

A third poll, conducted by ABC News, showed that 22 of 33 Democratic state chairmen contacted Wednesday said the scandal involving **Hart** and **Miami** model-actress Donna Rice, 29, was fatal or near-fatal to his budding presidential candidacy.

A CBS-New York Times poll, which questioned 749 adults after Hart's news conference Wednesday, showed that Hart's unfavorable rating jumped from 9 percent in April to 26 percent.

An NBC-Wall Street Journal survey, which questioned 984 adults, showed that his unfavorable rating jumped from 22 percent in April to 40 percent Wednesday.

The CBS poll also showed that Vice President George Bush, a Republican candidate, would beat Hart easily if the election were held today.

More than half of the respondents, 56 percent, said The Miami Herald -- the newspaper that broke the story -- was not fair to Hart, and half the voters did not think questions about candidate's sex lives are appropriate.

The NBC poll, conducted May 6 with a margin of error of plus or minus 4 percent, showed Hart's overall approval rating dropped 10 points, from 52 percent in April to 42 percent Wednesday.

When asked if Hart had done something wrong, 28 percent in the NBC poll answered yes, 44 percent no. Twenty-eight percent were not sure.

Only registered Democrats in the sample were asked whether Hart will win the nomination. In the most recent NBC poll, 30 percent answered yes, compared with 40 percent in April. Those who answered no jumped to 51 percent from 40 percent in April.