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The College Poll

Nixon Popularity Hits New Low

NEW YORK — President Nixon's campus popularity has slipped considerably during the past year and now is at the lowest level with the college generation, the College Poll reveals.

Students on over 100 campuses were asked:

"How do you believe President Nixon has performed so far?"

ALL STUDENTS	
Excellent	1%
Well	19
Fair	40
Poor	39

(percentage rounded)

The poll was taken before the November elections and included 1347 students.

This report is the latest of a series of trend studies on the President's collegiate popularity which started after his election in 1968.

A comparison with previous years indicates the students' attitude toward the President is one of steady erosion. The President's highest rating came just after his inauguration, when students adopted a "wait-and-see" attitude.

A comparative table:

	Spring 1969	Fall 1969	Spring 1970	Fall 1970
Excellent	6.6%	4.1%	3.9%	1.6%
Well	42.2	21.4	23.3	18.9
Fair	39.4	46.9	38.5	40.1
Poorly	9.6	27.6	34.3	39.4

The significance of the study shows the percentage

of college students who feel the President has done excellently or well has reduced from almost half of the student body in 1969, when 49 percent voted in these categories.

On the other hand, nearly 80 percent of the students give the President a "fair" or worse rating this fall, where only 50 percent voted in a like manner after the inauguration. It is also significant that 4 out of 10 students now rate the President's performance "poor."

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