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THURSDAY, DECEMBER 3

POLL FINDS NIXON IS MOST ADMIRERD

Gallup Survey Puts Graham Second, Kennedy Third

Special to The New York Times

PRINCETON, N. J., Dec. 30—

For the second consecutive year, the Gallup Poll reported today, President Nixon is the man most admired by the American people. His vote this year, however, is considerably smaller than that recorded in last year's poll.

The Rev. Billy Graham is runner-up this year, as in 1969. The evangelist has consistently scored high on these lists, which were inaugurated by the Gallup Poll 25 years ago.

Third in the rankings this year is Senator Edward M. Kennedy of Massachusetts, replacing Vice President Agnew, who is now in fourth place.

A new face among the top 10 is Gov. Ronald Reagan of California. He is in eighth place, the position held last year by Gov. George C. Wallace of Alabama, who this year does not place among the top 10.

Regional Differences

In the East, President Nixon has only a slight edge over Senator Kennedy, with Pope Paul VI running a close third, the Gallup organization reported, but the President far outstrips the rest of the field in the Midwest and Far West.

President Nixon, however, is outscored by Mr. Graham in the South, with both men easily leading the rest of the field, the organization said.

To identify the most admired men today, a total of 1,517 adults of both sexes were interviewed in a survey carried out Dec. 5-6. These two questions were asked to determine first and second choices:

"What man that you have heard or read about, living to-

day in any part of the world, do you admire the most? — and — who is your second choice?"

Following are the top 10 in the voting, with first and second choices combined:

1. Richard Nixon
2. Billy Graham
3. Edward Kennedy
4. Spiro Agnew
5. Pope Paul VI
6. Edmund Muskie
7. Lyndon Johnson
8. Ronald Reagan
9. Hubert Humphrey
10. Harry Truman

1969 Results

For comparison, here is last year's list:

1. Richard Nixon
2. Billy Graham
3. Spiro Agnew
4. Lyndon Johnson
5. Edward Kennedy
6. Hubert Humphrey
7. Harry Truman
8. George Wallace
9. Pope Paul VI
10. Edmund Muskie

Others receiving mention this year are:

Government officials: Senators Eugene McCarthy, J. W. Fulbright, Charles Goodell, Mike Mansfield, George McGovern, Strom Thurmond; Governors Rockefeller of New York and Wallace; three past and present Cabinet officers, Ramsey Clark, Robert McNamara and George Romney; former United Nations Representatives Ralph Bunche and Arthur Goldberg; the director of the Federal Bureau of Investigation, J. Edgar Hoover; Mayor Lindsay of New York, and Gen. Maxwell Taylor.

TV and movie personalities: Bob Hope, Bing Crosby, Art Linkletter, Dean Martin, John Wayne.

Sports figures: George Blanda, Roman Gabriel.

Religious Leaders: The Rev. Oral Roberts, the Rev. Fulton J. Sheen, David O. McKay.

International leaders: Israel's Moshe Dayan, Britain's Prince Philip, France's George Pompidou, Canada's Pierre Trudeau.

Civil rights leaders: The Rev. Jesse Jackson, The Rev. Ralph David Abernathy.

Columnists and commentators: William Buckley, Walter Cronkite, Paul Harvey, David Lawrence, Walter Lippmann.

Others include Ralph Nader, the consumer protection advocate; Cesar Chavez, the labor leader, and Dr. Benjamin Spock, the pediatrician and anti-Vietnam-war spokesman.