

Gallup

Latest Poll on Nixon Popularity

By George Gallup

Princeton, N.J.

President Nixon's nine-week downtrend in popularity has leveled off at his low point of 27 per cent approval in the latest nationwide survey. Sixty-three per cent disapprove of the President's performance in office while 10 per cent are undecided in their opinion.

Until the latest survey, the President's approval rating had declined steadily since mid-August, when his rating stood at 38 per cent approval.

The current rating represents a drop of 41 percentage points from Mr. Nixon's high point of 68 per cent approval, recorded in a survey taken following the Vietnam peace settlement in January.

Following is the question asked to determine approval or disapproval of the incumbent president since the Roosevelt years:

"Do you approve or disapprove of the way Mr. Nixon is handling his job as President?"

Here are the national findings, with the trend since mid-August:

	Approve	Disapprove	No Opinion
Nov. 2-5	27	63	10
Oct. 19-22	27	60	13
Oct. 6-8	30	57	13
Sept. 21-24	32	59	9
Sept. 7-10	35	55	10
Aug. 17-19	38	54	8

All persons in the latest survey were also asked to indicate how strongly they approve or disapprove of Mr. Nixon's handling of his job.

The results show only 15 per cent of the total sample approving strongly. In contrast, three times as many, 44 per cent, say they *disapprove* strongly.

Here is the question asked:

"How strongly would you say you approve (disapprove) —very strongly or not so strongly?"

Here are the latest results:

Strong Approval	15%
Mild Approval	12
(Total approval: 27%)	
Mild Disapproval	19
Strong Disapproval	44
(Total disapproval: 63%)	

The findings reported today are based on a national survey of 1550 adults, 18 and older, interviewed in person in more than 300 scientifically selected localities during the period November 2-5.