

NIXON POPULARITY IS UP, POLL FINDS

Gallup Survey Reports Rise From 27 to 31 Per Cent

After a year of steadily declining popularity ratings in the Gallup Poll, President Nixon has now shown an increase of 4 points. He has climbed from 27 to 31 per cent in approval of the way he is performing as President.

One factor in the upswing is believed to be Operation Candor in which Mr. Nixon has reached out directly to the public through speeches and personal appearances in an attempt to counter criticism on Watergate and on his financial affairs.

Many of these appearances have taken place in the South, in such cities as Macon, Ga., and New Orleans, where he has consistently received warm receptions. It was the support of the South in this latest poll that contributed the most to Mr. Nixon's higher popularity rating.

The President received an increase in approval from the South of 7 points over the 34 per cent figure he was given in November. This compares with an increase in approval of 3 points among other segments of the nation, to 27 per cent.

Mr. Nixon enjoyed a solid majority of approval from the nation last January when 68 per cent of those polled approved of the way he was handling his job. But disclosures about Watergate and his personal finances helped send his popularity down.

Among the reasons for supporting the President given by respondents to the poll were the fact that the country is not involved in a war, the detente that exists between the United States and the Soviet Union and Mr. Nixon's ability to function despite lack of support from Congress and attacks from the news media and the Democratic party.

Those answering the poll, who disapproved of the President's performance, mentioned his lack of candor, the damage he has caused for the American image overseas, and the series of crises they contend that he has been involved in and which he has not been able to explain satisfactorily.

Following is the question that was asked nationally of 1,550 adults:

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

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

	Approve Pct.	Disapprove Pct.	No Opinion Pct.
Nov. 30-Dec. 3	31	59	10
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