

Final '73

Gallup Poll
On Nixon

By George Gallup

Princeton, N.J.

In the final 1973 measurement, President Nixon's job rating, after having risen slightly during November, leveled off at 29 per cent approval — two points above his low point to date.

The President's approval ratings have fluctuated by only a few percentage points in surveys since late September. Mr. Nixon's brief gain in popularity during November (four points nationally) was the result of a sharp rise in support in the

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South, after his speaking tour there as part of "Operation Candor." His gains in that region, however, have proved temporary.

Mr. Nixon's job rating has declined 39 percentage points since late January, when a survey taken immediately after the Vietnam peace settlement showed a record 68 per cent expressing approval of his performance in office. This decline represents the sharpest recorded for any President since these measurements were first undertaken during the presidency of Franklin D. Roosevelt.

A key factor in the President's slide in popularity in 1973 was Watergate. "Corruption in government" for the first time in more than two decades was, in the mind of the public, one of the most important problems facing the nation. In surveys since June, roughly three-fourths of the public have held the view that Mr. Nixon was, at least to some extent, involved in the scandal.

Another major factor in Mr. Nixon's popularity decline was inflation — the chief concern of voters during most of 1973. In fact, it is likely that the President's approval rating would have

undergone a sharp downturn last year even if Watergate had not been in the picture, since the public traditionally holds the incumbent administration at least partly responsible for economic problems.

Analysis of the final 1973 survey results by population groups reveals that disapproval outweighs approval except among Republicans, where a slight majority expresses approval.

In contrast, only 17 per cent of persons who describe themselves as Democrats currently say they approve.

Following is the question that has been asked about each incumbent President since Roosevelt's presidency:

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

Here are the national findings, with the trend for 1973:

	Ap- prove	Disap- prove	No Opinion
Jan. 12-15	51	37	12
Jan. 26-29	68	25	7
Feb. 16-19	65	25	10
Mar. 30-Apr. 2	54	32	9
Apr. 6-9	48	40	12
Apr. 27-30	45	42	13
May 4-7	44	45	11
May 11-14	44	45	11
June 1-4	45	45	10
June 22-25	40	49	11
July 6-9	31	57	12
Aug. 3-6	38	54	8
Aug. 17-20	35	55	10
Sept. 7-10	32	59	9
Sept. 21-24	30	57	13
Oct. 6-9	27	60	13
Oct. 19-22	27	63	10
Nov. 2-5	31	59	10
Nov. 30-Dec. 3	29	60	11
Dec. 7-10	29	60	11

A comparison of Mr. Nixon's support in late January, when his popularity was at a high point of 68 per cent, with his current rating shows the decline to be particularly marked among independents. While the decline in approval during 1973 was 35 points among Democrats and 37 points among Republicans since late January, it was 48 points among independents.

The following table compares Mr. Nixon's approval rating in late January, 1973 (his high point), with the latest rating recorded in December:

	Late Jan. 1973	Dec. 1973	Point Change
National	68	29	-39
Men	69	28	-40
Women	67	28	-39
Whites	71	31	-40
Non-whites	41	14	-27
East	65	23	-42
Midwest	66	27	-39
South	74	35	-39
West	65	31	-34
College	65	31	-34
High School	71	26	-45
Grade School	64	33	-31
18 to 29 yrs.	62	22	-40
30 to 49 yrs.	68	27	-41
50 yrs. over	72	35	-37
Republicans	90	53	-37
Democrats	52	17	-35
Independents	73	25	-48
Protestants	70	33	-37
Catholics	71	22	-49
Labor Un. fm.	61	20	-41
Non-Un. Fam.	70	31	-39
City Size:			
Milton/Over	64	19	-45
500,000-999,999	62	27	-35
50,000-499,999	67	25	-42
2,500-49,999	71	34	-37
Under 2,500	73	35	-38

The following table shows Mr. Nixon's average popularity rating year by year since he took office, which has slipped by 20 percentage points, from 62 to 42 per cent in 1973.

	Ap- prove	Disap- prove	No Opinion
1969	62	16	22
1970	57	29	14
1971	50	37	13
1972	51	39	10
1973	42	47	11

The findings are based on a national survey of 1536 adults, 18 and older, interviewed in person in more than 300 scientifically selected localities during December 7-10.