

The Gallup Poll

# President's Popularity Is Up

By George Gallup

PRINCETON, N.J.—President Nixon's popularity rating has increased slightly from a low point of 25 per cent approval in an early May survey to 28 per cent approval in a survey conducted immediately following the Middle East cease-fire agreement.

For the first six months of 1974, Mr. Nixon's job performance rating for 11 measurements has fluctuated within a narrow range of three percentage points—from a high of 28 per cent to a low of 25 per cent.

The President's high point in popularity, 68 per cent, was recorded in a survey taken immediately after the Vietnam peace settlement in January, 1973. His popularity subsequently declined, accelerated by Watergate developments during the summer and fall.

Regionally, Mr. Nixon continues to receive his highest rating in the South. Among Southerners, 33 per cent approve of his handling of the presidency. Regional differences

	Approve	Dis-approve	No Opinion
May 31-June 3	28%	61%	11%
<b>Middle East Cease-fire</b>			
May 10-13	25	61	14
April 19-22, 26-29	26	60	14
April 12-15	25	62	13
<b>Release of Transcripts</b>			
March 29-April 1	26	65	9
March 8-11, 15-18	26	62	12
Feb. 22-25, Mar. 1-4	25	64	11
Feb. 8-11, 15-18	27	63	10
Feb. 1-4	28	59	13
<b>State of Union Message</b>			
Jan. 18-21	26	64	10
Jan. 4-7	27	63	10

The following table shows

the high and low points of approval recorded for the last six Presidents:

	High	Low
Nixon	68%	25%
Johnson	80	35
Kennedy	83	57
Eisenhower	79	49
Truman	87	23
Roosevelt	84	54

To measure the intensity of approval/disapproval concerning Mr. Nixon's per-

formance in office, those interviewed were also asked to indicate how strongly they approved or disapproved.

Here are the latest national findings compared with those from March.

	Latest	March
Strong Approval	15%	12%
Mild Approval	13	13
Approval Total	28	25
No Opinion	11	11

Mild Disapproval	19	14
Strong Disapproval	42	30
Disapproval Total	61	64

The findings reported today are based on a nationwide survey of 1,509 adults, 18 and older, interviewed in person in more than 300 scientifically selected localities during the period May 3-June 3.

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## Slightly

presidency, Regional differences in approval ratings, however, are not marked now as they were in the pre-Watergate days..

Following is the question asked by the Gallup Poll about each incumbent President since Franklin Roosevelt:

Do you approve or disapprove of the way (name of incumbent) is handling his job as President ?