

Nixon Popularity Rises

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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 after the Israel-Syria cease-fire agreement.

For the first six months of 1974, the President's job performance rating for 11 measurements has fluctuat-

ed 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 autumn.

Regionally, Mr. Nixon continues to receive his highest

rating in the South, the area where he has in the recent past made a number of personal appearances. Among Southerners, 33 per cent approve of his handling of the presidency. Regional differences in approval ratings, however, are not so marked now as they were in the pre-Watergate days.

Following is the question asked by the Gallup Poll about each incumbent Presi-

Back Page Col. 7

NIXON POPULARITY

From Page 1

dent since Franklin Roosevelt's administration:

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

Here are the national findings and the trend so far this year:

NIXON'S JOB RATING DURING 1974

	Approve	Dis-approve	No Opinion
May 31-June 3	28%	61%	11%
May 10-13	25	61	14
April 19-22	26	60	14
April 26-29	25	62	13

NIXON RELEASE OF TRANSCRIPTS

	Approve	Dis-approve	No Opinion
March 29-April 1	26	65	9
March 8-11, 15-18	26	62	12
Feb. 22-25, March 1-4	25	64	11
Feb. 8-11, 15-18	27	63	10
Feb. 1-4	28	59	13
Jan. 18-21	26	64	10
Jan. 4-7	27	63	10

To measure the intensity of approval/disapproval concerning Mr. Nixon's performance in office, those interviewed were also asked to indicate how strongly they approved or disapproved.

The results of this question, consistent with the over-all findings, show that the proportion who "strongly approve" has increased from 12 per cent in March to 15 per cent (when this same question was asked), while the proportion who "strongly disapprove" has declined from 48 to 42 per cent over this same period of time.

This is the question asked to measure intensity:

"How strongly do you approve/disapprove — very strongly or not so strongly?"

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	16
Strong Disapproval	42	48
Disapproval Total	61	64

The findings are based on a nationwide survey of 1509 adults, 18 and older, interviewed in more than 300 localities during the period May 31-June 3.

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