

In Survey Taken After Nixon Visit

U.S. Public's Image of Communist Chinese Shows Favorable Change

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PRINCETON, N. J., March 11 — One important effect of President Nixon's trip to China — and the period leading up to this historic event — is the far more favorable image the U.S. public has of the Communist Chinese today than they did in the mid-sixties.

To ascertain the public's image of the Communist Chinese, the Gallup Poll employed a procedure developed in 1952 by the late Dr. Hadley Cantril, Director of the *Office of Public Opinion Research* of Princeton University. Respondents were asked to select from a list of 23 favorable and unfavorable adjectives those which they feel best describe the Communist Chinese.

The terms "ignorant," "warlike," "sly" and "treacherous" were named most often in 1966, the last time the measurement was taken. Today, however, "hard-working," "intelligent," "artistic," "progressive" and "practical" outweigh any negative term used to describe the Chinese.

The televised view of thousands of Chinese people sweeping snow from the streets in Peking, and other examples of mass labor, apparently impressed a considerable number of Americans. The most dramatic change since the 1966 study is found in the percentage of

Americans who view the Chinese as "hard-working" — from 37 per cent six years ago to 74 per cent today. And, whereas in 1966 the Chinese were regarded by less than one-half of one per cent as "honest," one American in five (20 per cent) today uses this term.

Also on the favorable side, the proportion of Americans who now use the word "intelligent" to describe the Chinese has doubled since the 1966 survey. "Progressive" is cited by 28 per cent today compared to 7 per cent six years ago.

Looking at negative responses, "ignorant," "warlike" and "treacherous" are today named by only half as many Americans as in 1966. The percentage of Americans, however, who describe the Chinese as "sly" has not changed, with about one person in five in each survey selecting this term.

Adjectives Now 3-to-1 On the Favorable Side

In the 1966 survey, the total of negative terms used by the public to describe the Communist Chinese outweighed the total of positive terms by the ratio of approximately 8-to-5. Today,

in contrast, positive terms outweigh negative terms by more than 3-to-1.

Following is the question asked of a national sample of adults in both the 1966 and latest surveys:

From the list of words on this card, which seem to you to describe the mainland Chinese best? Select as many as you wish.

The following table shows how the U.S. public's image of the Communist Chinese has changed since 1966 in terms of the 23 adjectives tested:

Favorable Terms Selected By U.S. Adults to Describe Mainland Chinese

	1966 %	1972 %
Hard-working	37	74
Intelligent	14	32
Progressive	7	28
Religious	14	18
Artistic	13	26
Practical	8	27
Brave	7	17
Aristocratic	2	5
Honest	*	20

*Less than one-half of one per cent.

Unfavorable Terms Selected By U.S. Adults to Describe Mainland Chinese

	1966 %	1972 %
Ignorant	24	10
Warlike	23	13
Treacherous	19	12
Sly	20	19
Cruel	13	9
Ordinary	12	15
Radical	9	8
Quick-tempered	7	6
Unimaginative	7	7
Arrogant	6	4
Dull	6	7
Lazy	5	2
Rude	4	3
Conceited	3	4

The latest survey was conducted March 3-5, less than one week after Nixon returned to Washington from China. A total of 1,296 adults, 18 and older, were interviewed in person in more than 250 localities across the nation.

Ninety-eight per cent of Americans have heard or read about the trip — the highest awareness score for an event in the thirty-seven years of the Gallup Poll's existence.

Those aware of the trip were asked what impressed them most.

These are the responses given most often:

1. The opportunity for improved relations between the two countries — and for world peace
2. The warm reception given Nixon and U.S. officials
3. The lifestyle of the Chinese — their serenity, obedience, ability to work hard, primitiveness

Undoubtedly in large measure as a result of his trip, Nixon currently enjoys his highest public popularity rating in 14 months — 56 per cent now approve of the way he is carrying out his duties as Chief Executive.

Americans are generally optimistic that the trip will improve the chances for world peace. About one person in five (18 per cent) think the trip will be "very effective," while half (50 per cent) say "fairly effective." Only about one person in four (24 per cent) thinks the President's trip will be "not at all effective" in improving world peace.