

56% Approve in Post-China Survey

President Nixon's Popularity Now At Highest Point in 14 Months

By George Gallup

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PRINCETON, N. J., March 8 — President Nixon's popularity stands at its highest point in 14 months, with 56 per cent of Americans approving of his performance in office, as determined by a survey taken following his trip to China.

The President's latest popularity rating represents the second successive increase in approval since a January test. In that survey, 49 per cent approved. This increased to 53 per cent in an early February survey, conducted prior to the China trip.

All persons in the latest survey were also asked how effective they think President Nixon's trip to China will be in terms of improving world peace.



About one person in five (18 per cent) think the trip will be "very effective," while half say "fairly effective." Only about one person in four (24 per cent) thinks the President's trip to China will be "not at all effective" in improving world peace.

A total of 1567 persons, 18 and older, were interviewed in person in the survey which covered more than

300 scientifically-selected localities across the nation. Interviewing was March 3-5. This question was asked first:

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

	Ap- prove %	Disap- prove %	No Opin. %
LATEST (Post- China trip)	56	32	12
Feb. 4-7	53	36	11
Jan. 7-9	49	39	12

President Nixon's average approval rating for the current year (based on three surveys) is 53 per cent. In 1971, the figure was 50 per cent, while in 1970 it was 58 per cent. For his first year in office, 1969, his average approval rating was 62 per cent.

His average since taking office (based on 49 national surveys) is 57 per cent.

The President's highest point in popularity, 68 per cent approval, was recorded following his speech on his Vietnamization program in November, 1969. His low point to date, 48 per cent, was recorded in June of last year, reflecting the public's concern over the economy and the Vietnam war.

Rating Introduced During FDR's Time

The presidential popularity rating

was introduced by the Gallup Poll in 1938 during FDR's second administration. Since that time the poll has used the rating on a regular basis to measure the impact of issues, and events on the popularity of Presidents Roosevelt, Truman, Eisenhower, Kennedy, Johnson and Nixon.

The presidential popularity measurement has proved to be a sensitive barometer, reflecting the day-to-day attitudes of the electorate toward the president as a political personality — and toward his perceived performance in office.

Here is the second question asked in the latest survey, and the national findings:

How effective do you think President Nixon's trip to China will be in terms of improving world peace — very effective, fairly effective, or not at all effective?

How Effective Trip for Improving World Peace?

Very	18%
Fairly	50
Not at all	24
No opinion	8
	100%

Coming Sunday!

China's Changing Image

How many Americans today regard the mainland Chinese as "warlike," "sly," "treacherous?" How many would use the terms "hardworking," "artistic?"

To measure the effect of President Nixon's trip to China on America's image of the Chinese people, a national sample of U.S. adults were asked to select from a list of 23 carefully-chosen adjectives those which they feel describe the Chinese. This list is compared with an identical one in an earlier survey.

What impressed Americans most about President Nixon's trip?

Nixon Popularity Index

— Per Cent Who Approve —

Current	56%
Average in current year	53%
Average since taking office	57%
High since taking office (recorded: Nov. '69)	68%
Low since taking office (recorded: June '71)	48%

Other Presidents

— Per Cent Who Approve —

<i>President Johnson:</i>		
High	Low	Average
80%	35%	54%
* * * * *		
<i>President Kennedy:</i>		
High	Low	Average
83%	57%	70%
* * * * *		
<i>President Eisenhower:</i>		
High	Low	Average
79%	49%	66%
* * * * *		
<i>President Truman:</i>		
High	Low	Average
87%	23%	46%

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