

RICHARD NIXON PRESIDENTIAL LIBRARY DOCUMENT WITHDRAWAL RECORD

DOCUMENT NUMBER	DOCUMENT TYPE	SUBJECT/TITLE OR CORRESPONDENTS	DATE	RESTRICTION
		<u>Sub-File:</u> Relationship between Presidential Activities & Public Approval		
N-1/191	Report	Projected Gallup Approved Ratings— February, 1971—August, 1972 Reintegrated from Contested Files 07/10/2006	02/01/1971	C (Nixon)
N-2/192	Memo	Chapin to Haldeman, re: Gallup Poll	07/13/1970	C (Nixon)
N-3/193	Memo	Bull to Haldeman, re: Relationship between Presidential Activities and Public Approval Reintegrated from Contested Files 07/10/2006	03/27/1970	C (Nixon)
N-4/194	Memo	Chapin to Haldeman, re: Gallup Poll— June 5 and 6, 1971 Reintegrated from Contested Files 07/10/2006	06/17/1971	C (Nixon)
N-5/195	Memo	Chapin to Haldeman, re: Gallup	06/28/1971	C (Nixon)
N-6/196	Memo	Chapin to Haldeman, re: Gallup Poll	11/19/1970	C (Nixon)

COLLECTION TITLE

WHSF: SMOF: Stephen B. Bull

BOX NUMBER

6

FOLDER TITLE

Presidential Activities & Public Approval: Polls [1 of 2]

PRMPA RESTRICTION CODES:

- A. Release would violate a Federal statute or Agency Policy.
- B. National security classified information.
- C. Pending or approved claim that release would violate an individual's rights. (CONTESTED MATERIALS)
- D. Release would constitute a clearly unwarranted invasion of privacy or a libel of a living person.

- E. Release would disclose trade secrets or confidential commercial or financial information.
- F. Release would disclose investigatory information compiled for law enforcement purposes.
- G. Withdrawn and return private and personal material.
- H. Withdrawn and returned non-historical material.

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N-7/197	Memo	Chapin to Haldeman, re: Gallup	11/19/1970	C (Nixon)
N-8/198	Memo	Chapin to Haldeman, re: Gallup Poll	10/15/1970	C (Nixon)
N-9/199	Memo	Chapin to Haldeman, re: Gallup Poll	07/22/1970	C (Nixon)
N-10/200	Memo	Chapin to Haldeman, re: Gallup Poll	07/15/1970	C (Nixon)
N-11/201	Memo	Sub File: Analysis of Pres. Appts. on an Ethnic Basis Haldeman to Chapin, re: Appointments on Ethnic Basis. Attachment: Memo, Bull to Haldeman, re: Analysis of Presidential Appointments on an Ethnic Basis, 08/11/1972	09/11/1970	C (Nixon)
N-12/202	Memo	Reintegrated from Contested Files 07/10/2006 Bull to Haldeman, re: Analysis of Presidential Appointments Copy of Attachment to N-11 Attachments: Reintegrated from Contested Files 07/10/2006 1) Memo, Bull to Haldeman, re: analysis of Presidential appointments on an Ethnic Basis, 07/20/1970	08/11/1970	C (Nixon)

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N-13/203	Memo	2) Memo, Chapin to Haldeman re: Analysis of Presidential..., 07/30/1970 3) Memo, Laszlo C. Pasztor to Bull, re: Attached, 08/16/1970 4) Memo, Pasztor to Dent, re: Heritage Groups (Nationalities) Conference, 11/05/1969 5) Memo, Higby to Chapin re: attached memo 08/04/1970 6) Memo, Higby to Chapin re: attached memo, 07/22/1970	07/20/1970	
		Bull to Haldeman, re: Analysis of Presidential Appointments... <u>Attachments:</u> Reintegrated from Contested Files 07/10/2006 1) Memo, Chapin to Bull re: analysis of Schedule, 07/15/1970 2) Memo, Terry Good to Bull re: List of Presidential Meetings with members and Representatives of Ethnic Groups 07/20/1970		

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Presidential Activities & Public Approval: Polls [1 of 2]

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D

Presidential Events

Jan. 20th - Inauguration.

Jan. 24th - Hickel Swearing-In.

Jan. 26th - First W.H. Worship Service.
Departmental visits throughout month.

Jan. 27th - Press Conference.

February - NSC; heavy NSC emphasis throughout month.
Departmental visits continue.

Feb. 3rd - UAC.

Feb. 6th - Press Conference.

Feb. 12th - Lincoln Memorial Wreath-laying.

Feb. 13th - Mayor Washington Swearing-In.

Feb. 14th - Signing Ceremony for creation of
Intergovernmental Relations Office.

Feb. 23rd -
March 2nd - European Trip.

March 4th - Press Conference.

March 14th - Press Conference.

March 21st - Trip to Independence, Mo.

March 24th - Trudeau visit.

March 31st - Dwight D. Eisenhower funeral.

April 7th - Opening baseball game of the season.

April 8th - King Hussein visit.

April 10th - Cabinet Meeting - wives.

April 18th - Press Conference.

April 19th - Virginia Knauer Swearing-In.

April 23rd - Warren Dinner.

April 24th - Big City Mayors.

April 29th - Duke Ellington Dinner.

May 3rd - S. Carolina trip (Jimmy Byrnes).
Kentucky Derby.

May 5th - Blatchford Swearing-In.

May 6th - Prime Minister Gorton visit.

May 17th - Armed Forces Day - Medal of Honor Ceremony.

May 21st - Burger announcement.

May 26th - Don Rumsfeld Swearing-In.

May 27th - Netherlands Prime Minister arrival.
Postal Corporation Message.

June 8th - Midway Island - troop withdrawal announcement.

June 12th - President Lleras arrival.

June 19th - Press Conference.

June 23rd - Address Supreme Court.

June 27th - Massena and Montreal.

July 8th - Selassie visit.

July 20th - Telephone with Astronauts on Moon.

July 22nd - All-Star Game Reception at W.H.
Asian Trip.

August 7th - Kiesinger visit.

August 8th - Welfare Speech.

August 9th - San Clemente.

August 13th - Apollo 11 Dinner.

August 21st - President Park of Korea visit.

August 27th - L.B.J.

Sept. 8th - Del Rio, Texas.
Gulfport, Mississippi - (Hurricane Camille).

Sept. 18th - UN General Assembly Address - N.Y.

Sept. 25th - Golda Meir visit.

Sept. 26th - Press Conference.

Oct. 7th - Souvanna Phouma visit.

Oct. 21st - Shah of Iran visit.

Oct. 28th - Holton campaign speech.

Oct. 29th - Cahill campaign speech.

Oct. 30th - Heritage Groups Conference Reception.

Nov. 3rd - VN Speech.

Nov. 14th - Apollo 12 Launch.

Nov. 19th - Prime Minister Sato visit.

Nov. 27th - Senior Citizens Thanksgiving.

Dec. 2nd - Remarks to W.H. Conference on Food, Nutrition & Health.

Dec. 3rd - Governors' Conference on Drugs (at State Department Auditorium).

Dec. 6th - Arkansas-Texas Football Game.
Dec. 8th - Press Conference.
Dec. 9th - Football Hall of Fame Dinner.
Dec. 12th - POW wives and mothers.
Dec. 16th - Christmas Tree lighting.
Dec. 20th - Arrival of Apollo 12 Astronauts.
Jan. 22nd - State of Union Address.
Jan. 24th - Ormandy Medal of Freedom.
Jan. 26th - HEW Veto.
Jan. 27th - Prime Minister Wilson visit.
Jan. 30th - Press Conference.
Feb. 5th - Presidential Prayer Breakfast.
Indianapolis trip.
Feb. 6th - Chicago trip.
Feb. 19th - Andrew Wyeth Dinner.
Feb. 24th - Pompidou Meeting.
March 2nd - Pompidou New York Dinner.

Principal News Events

1969

- Jan. - Inauguration.
 Peace talks begin.
 Reprieve to Southern school districts.
 Numerous college protests.
 Czech student demonstrations.
- Feb. - College protests continue.
 ABM controversy.
 Peru seizes Standard Oil plant.
 OEO extended.
 Peace talk impasse.
 Nixon European trip.
 Santa Barbara oil.
 Willie May Rogers.
- March - Eisenhower death.
 Korean DMZ clashes.
 Peru seizes boats.
 James Earl Ray pleads guilty.
 President announces Safeguard.
 First attack on VN policy - made by McGovern.
 Teen-age decency rally.
 Golda Meir takes over.
 Sino Soviet hostility.
- April - EC-121 shot down by North Korea.
 Fed raises interest rates.
 Harvard student revolt.
 Sirhan sentenced to death.
 CCNY closed by riots.
 Cliff Alexander resigns.
 Midwest floods.
 Abernathy - Charleston hospital strike.
 Nader attack on UMW.
 Long denied NSF position.
 Biafra heats up.
 High death tolls in VN.
 Dubcek dumped.
 Irish fighting.
 DeGaulle resigns.

August - Haynsworth nomination protested.
Pittsburgh Negro job protests and counter-demonstrations.
Army Company in VN refuses to fight.
Hurricane Camille.
ABM.
Welfare.
Tate murders.
Woodstock.
VN withdrawals delayed.
Czech riots.
Pope to Africa.
RN in Rumania.
Green Berets.
British troops to Ulster.

September - Brazil Ambassador kidnapped.
Dirksen dies.
Ho Chi Minh dies.
Socialist Government elected in Germany.
"Chicago 8" trial begins.
Israel launches major attack on Egyptian coast.
Hartford, Conn., Camden riots.
Construction cutback.
U.S. Civil Rights Committee blasts Administration.
November, December draft calls cancelled.
Operation Intercept.
Mets win.
Won't be affected by Moratorium.
Frishman - POW torture.
Pike dead.
B-52 suspension and resumption.
SS Manhattan.
Troop withdrawal announced.
Goodell Resolution.
Green Berets charges dropped.

October - Oct. 2nd--no U.S. deaths in VN.
 First Moratorium.
 Hershey resigns.
 Supreme Court orders integration "at once".
 RN averts rail strike.
 Turner - Service Blus.
 Unemployment up 4%.
 HEW black-listing.
 HHH supports RN on VN.
 Weathermen in Chicago.
 Burns to Fed.
 Cyclamates.
 RN calls on business and labor to be responsible.
 V.P. attack on "effete corps".
 GE strike.
 Soviet space craft.

November - 2nd Moratorium and "Death March".
 VN speeches.
 Bobby Seale bound and gagged.
 V.P. speech.
 Haynsworth rejected.
 Cahill & Holton victories.
 Vets Day - GSM.
 President addresses Congress.
 Apollo 12.
 My Lai.
 SALT.
 Lodge resigns.
 CBW.
 NPT.
 El Al terminal bombing.

December - V.P. Asian trip.
Draft lottery.
Santa Barbara oil slick.
Arab Summit.
Ross Perot to VN.
Addonizio indictment in N.J.
Chicago: Hampton - Panthers.
Optimism over VN.
W.H. Hunger Conference.
Economy - probs.
The '60s and '70s.
50,000 troop withdrawals - Robert Thomson.
Drugs - 12-year-old Walter of Harlem.
Mideast - U.S. shift.

1970

January - Yablonski murder.
Baseball gambling.
HEW veto.
Nigerian war ends.
Philadelphia Plan.
Year-end reviews of Administration.
Tax Bill.
Mississippi actions.
Fate of Economy.
Environment.
State of the Union.
Carswell.

February - Skepticism rises over VN.
Dem. mess.
RN trip to Chicago.
Budget.
Desegregation - confusion.
Chicago 7 verdicts.
Japan.
V.P.'s Lincoln Days.
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E

Principal News Events

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 CCNY closed by riots.
 Cliff Alexander resigns. ✓
 Midwest floods. ✓
 Abernathy - Charleston hospital strike. ✓
 Nader attack on UMW. ✓
 Long denied NSF position.
 Biafra heats up. ✓
 High death tolls in VN.
 Dubcek dumped. ✓
 Irish fighting.
 DeGaulle resigns.

- May -
Hamburger Hill.
First UN speech. ✓
Burger nomination.
Blacks demand reparations.
Charges against Pueblo crew dropped.
Rockefeller South American tour.
President's "8-point" VN speech.
Fortas resigns.
Zap, N.D. ✓
Charles Evers.
Berkeley - helicopter. ✓
Apollo 10.
Yorty over Bradley.
- June -
Knowles out. ✓
Prime rate up 1 point to 8-1/2%.
Announcement of first U.S. troop withdrawals.
National Committee on Violence. ✓
Lindsay loses to Marchi. ✓
Air traffic controllers. ✓
King wiretaps. ✓
Chile cancels Rockefeller visit. ✓
Pompidou wins.
Midway.
Clifford. ✓
- July -
Viet war lull.
Kennedy and Chappaquiddick.
Spock conviction reversed.
"Self-Help" foreign policy announced by President
during Asian tour.
Moon landing.
Guidelines.
Mboya assassination.
Ghandi - India crisis. ✓
China trade, travel restrictions lifted. ✓

- August - Haynsworth nomination protested.
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Hurricane Camille.
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Mississippi actions.
Fate of Economy.
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Feb. 6th - Chicago trip.

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Feb. 24th - Pompidou Meeting.

March 2nd - Pompidou New York Dinner.

COMBINED POLLS
PRESIDENTIAL POPULARITY

1969

Poll	Polling Dates	Approve	Disapprove	No Opinion	Date Released
✓ Gallup	Jan. 23-29	59%	5%	36%	Feb. 9
✓ Gallup	Feb. 21-24	61	6	33	Mar. 2
✓ Harris	Feb. 24-28	57	23	20	Mar. 10
✓ Gallup	Mar. 14-17	65	9	26	Mar. 30
✓ Gallup	Mar. 28-31	63	10	27	Not releasd.
✓ Harris	Apr. 5-11	58	30	12	Apr. 21
✓ Gallup	Apr. 11-14	61	11	28	May 1
✓ Gallup	May 2-5	64	14	22	May 18
✓ Gallup	May 16-20	65	12	23	June 5
✓ Gallup	May 23-26	65	12	23	Not releasd.
✓ Harris	June 7-13	62	32	6	Aug. 4
✓ Gallup	June 20-23	63	16	21	July 6
✓ Gallup	July 11-14	58	22	20	Not releasd.
✓ Harris	July 16-22	44	48	8	Aug. 4
✓ Gallup	July 26-28	65	17	18	Aug. 10
✓ Harris	Aug. 1-3	57	40	3	Sept. 29
* ✓ Gallup	Aug. 15-18	62	20	18	Aug. 28
✓ Gallup	Sept. 12-15	60	24	16	Sept. 30
✓ Harris	Sept. 14-17	55	38	7	Sept. 29
✓ Gallup	Sept. 19-22	58	23	19	Not releasd.
*One Derge Poll with non-comparable poll questions.					

Principal News Events	Principal Public Presidential Activities	Corresponding Poll		
		<u>Approve</u>	<u>Disapprove</u>	<u>No Opinion</u>
<u>January</u>	<u>January</u>	<u>Poll Taken Jan. 2-5, 1970</u>		
3 - Baseball gambling.	1-8 - San Clemente.	61	22	17
6 - Yablonski murder.				
8 - Mississippi actions (cont.)				
12 - Tax Bill.	12 - Amb. Holland (Negro) -			
Nigerian war ends.	Ambassador to Sweden.	<u>Poll Taken Jan. 16-19, 1970</u>		
22 - State of the Union.	22 - State of Union Address.	63	23	14
	24 - Philadelphia - Ormandy			
	Medal of Freedom.			
26 - HEW Veto.	26 - HEW Veto.			
	27 - Prime Minister Wilson.			
	30 - Press Conference.			
<u>Continuing Events:</u>				
Philadelphia Plan.				
Year-end reviews of				
Administration.				
Fate of economy.				
Environment.				
Carswell.				

Principal News Events	Principal Public Presidential Activities	Corresponding Poll		
		<u>Approve</u>	<u>Disapprove</u>	<u>No Opinion</u>
		<u>Poll Taken Jan. 30 - Feb. 2, 1970</u>		
<u>February</u>	<u>February</u>	66	23	11
2 - Budget.	2 - Economic Message and Budget Report Signing.			
5 - Indianapolis & Chicago trip.	5 - Presidential Prayer Breakfast. Indianapolis trip.			
	6 - Chicago trip.			
	10 - Sen. Russell Drop-By. Environmental Message TV Film.			
12 - V.P.'s Lincoln Days.	17 - Gen. Hershey Dinner.			
	18 - State of the World Message.			
	19 - Wyeth Dinner.			
20 - Chicago 7 verdicts.				
21 - Volunteer Army Plan.				
24 - 2 Mar. - Pompidou visit.	24 - Pompidou arrival.			
	25 - Address to Nat'l. Gov. Conf.			
<u>Continuing Events:</u>		<u>Poll Taken Feb. 28 - Mar. 2, 1970</u>		
Skepticism rises over VN.		56	27	17
Dem. mess.				
Desegregation - confusion.				
Japan.				
Drugs.				
Panthers.				
Environment.				

Principal News Events	Principal Public Presidential Activities	Corresponding Poll		
		<u>Approve</u>	<u>Disapprove</u>	<u>No Opinion</u>
<u>March</u>	<u>March</u>			
2 - Pompidou Visit (RN trip to N.Y.)	2 - Pompidou N. Y. Dinner.			
2-6 - Mrs. Nixon's College Trip.				
5 - Moynihan Memo.	5 - NPT Ratification.			
8 - RN's Statement on Laos.				
9 - Rhodesian Embassy closing.				
	10 - VFW Drop-By.			
	11 - RNC Dinner.			
	12 - Consumer Affairs.			
	Drug Message.			
	Congressional School.			
	14 - Wash. Technical Institute.			
	15 - Billy Graham at Sunday Service.			
17 - Charges against 5 officers, My Lai Massacre.	17 - Amb. William Warnock - Credentials & Shamrock.			
18 - Postal Strike.		<u>Poll Taken March 20-22, 1970</u>		
Cambodia.		53	30	17
19 - Meeting between Brandt & Stoph.				
	21 - Impromptu Press Conference.			
	23 - TV Report on Postal Strike.			
24 - Desegregation Statement.				
25 - Prime Rate decrease.	25 - Statement on Bombing.			
	Dinner Honoring African Diplomats.			
27 - Air Controllers' Strike.	28 - Key Biscayne - Laos Statement.			
	Veterans Readjustment.	<u>Poll Taken Mar. 23-Apr. 2, 1970</u>		
		55	33	12

Principal News Events	Principal Public Presidential Activities	Corresponding Poll		
		<u>Approve</u>	<u>Disapprove</u>	<u>No Opinion</u>

March (Cont'd.)

March (Cont'd.)

Continuing Events:

Indo-China (in general).

Lamar, So. Carolina Disturbances
(Week of 10th).

Carswell continuation.

Bombings in Maryland, New York
and Greenwich Village.

Women's Liberation Movement.

Oil Spills.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

March 27, 1970

MEMORANDUM FOR: H. R. HALDEMAN
VIA: DWIGHT L. CHAPIN
FROM: STEPHEN BULL
RE: Relationship Between Presidential
Activities and Public Approval

General

To date Gallup has conducted 21 public opinion polls. The results of these polls are graphically depicted on the attached chart. Following are some general observations relating to the results of these polls:

1. During the first four months in office NO OPINION declined and split its vote fairly evenly between APPROVAL and DISAPPROVAL, thus accounting for the rise in both of these latter two categories.
2. By mid-July NO OPINION had declined to the approximate level (18%) where it stands as of the most recent survey (17%).
3. After mid-July DISAPPROVAL, which had previously received most of its points from the NO OPINION group, began gathering strength apparently from the APPROVAL votes. This negative correlation between APPROVAL and DISAPPROVAL continued rather consistently through the most recent reporting period. At the same time, with minor fluctuations, NO OPINION has remained relatively constant.

Effect of Press Conferences

In your memorandum to Mr. Chapin you stated that "the President has generally gone down in the Gallup poll after a press conference". Tab A shows the changes in APPROVAL ratings as determined by the polls most closely following each of the President's nine televised news conferences. Overlay #1 shows the relationship of each press conference to the poll that followed.

The first Conference, held on January 27th, occurred when the first Gallup poll was concluding and therefore any relationship between the Conference and the President's popularity is probably not legitimate. Additionally, the President's March 4th and March 14th news conferences together would have an effect on the one survey conducted March 14-17. Considering the March 4th and March 14th news conferences as one, and eliminating the January 27th news conference because it took place on the second to last day of a poll, we are really looking at only a total of seven news conferences. Of these seven, the President's APPROVAL rating increased following four of them. However, those gains all seem to have come from the NO OPINION category.

On two of the three occasions when the APPROVAL rating declined following a press conference, the APPROVAL losses went totally into the DISAPPROVAL column. On the third occasion, the December 8th news conference, the 9-point APPROVAL loss was split fairly evenly between DISAPPROVAL and NO OPINION.

The gains and losses for the polls following the seven news conferences just described are summarized as follows:

<u>Gains</u>		<u>Losses</u>	
<u>Conference Date</u>	<u>Approval Change</u>	<u>Conference Date</u>	<u>Approval Change</u>
February 6	+2	June 19	-2
March 4 & 14	+4	September 26	-1
April 18	+3	December 8	-9
January 30	+3		

Note: See Tab B for the actual APPROVAL, DISAPPROVAL and NO OPINION Values for each polling period.

With the exception of that December 8th news conference, the fluctuations in Presidential APPROVAL and DISAPPROVAL are so minor they suggest that there is little positive or negative effect resulting from a formal news conference. The 9-point decline in December very likely resulted from an adjustment following the dramatic surge in APPROVAL after the President's VN speech. After the initial four-month period during which the NO OPINIONS committed themselves to an opinion, few converts for either the APPROVAL or DISAPPROVAL columns were realized in the polls immediately following each televised news conference. In short, news conferences, by themselves, seem to contribute insignificantly to the level of Presidential APPROVAL or DISAPPROVAL.

Effect of Current Economic Situation

In the same memorandum in which you questioned the importance of press conferences on the President's standing, you made the observation that "the key to standing in the polls is the current economic situation". Tab C is a listing of the rates of increase on a month-to-month basis at compound annual rates. More simply stated, these figures show the relationship from month to month in the rise of the cost of living. Obviously, the fluctuations are not caused by a decrease in the cost of living because that has not happened in years. Rather, the rate of increase has just been less.

The rate trend graph line (Overlay #2) has been attenuated in order to permit visual comparison of the rate trend against the President's approval trend. Additionally, the manner in which the rate of increase trend has been contrasted against the President's APPROVAL rating may be extremely misleading and lead to specious conclusions. You will note that the way the Overlay is set on the graph the January Consumer Price Index coincides approximately with the February opinion poll. There is a basic question that has one of two answers. Does an individual consumer realize that it is costing him more for the basic necessities of life:

1. During the month in which he buys them; or
2. During the next month after, when he realizes that he has overspent his budget and the bills come in for the items that he has purchased on credit.

Assuming that this latter supposition is correct, you will note a definite correlation between the rise in the cost of living and the decline of the President's popularity. This correlation exists almost throughout the year with the exception of that period immediately following the November 3rd VN speech, when the President's popularity hit an all-time high simultaneous with the second highest point of the year on the Consumer Price Index rate increase.

Referring again to the discussion of how and when a poll respondent is affected by cost of living, some interesting conclusions can be drawn by moving the Overlay ahead or back one month, thus nullifying the previous conclusions. For example, if a high cost of living increase for January is not felt until March, and "January" on the Overlay is aligned with the March 14 poll, one might conclude that the President's popularity rises and falls with the rate of increase of the cost of living. To a lesser extent, the same conclusions can be drawn if a January rate increase point is aligned with a January poll.

If you accept the basic premise that the rate of increase is not fully recognized until the following month, which I personally believe to be the case, then there is rather strong reason to acknowledge a relationship between the cost of living and the President's popularity. It will be interesting to continue to study during additional months this relationship to see if this trend continues, thus reinforcing the correlation between the President's popularity and the cost of living increase.

Events as a Catalyst for Opinion Shifts

The graph shows five principal peaks in Presidential popularity and five valleys. In four out of the five cases in which there are peaks, the polls were preceded fairly closely by rather spectacular events (Tab D).

<u>Date of Poll</u>	<u>Event</u>
March 14-17 (65%)	European Trip (Feb. 23-Mar. 2)
May 16-20 (65%) May 23-26	No significant event.
July 26-28 (65%)	Apollo 11 Moon landing/Telephone Call to Moon.
Nov. 14-17 (68%)	November 3rd VN Speech.
Jan. 31-Feb. 2 (64%)	State of the Union Address (Jan. 22) HEW Veto (Jan. 26)

In addition to these events in which the President was involved either directly or indirectly, there is the background of what is taking place in the world at this time (Tab E). These events obviously color the psychological outlook of the citizenry and the individual will probably have a tendency to relate the President's performance with matters dominating the news regardless of how remotely the two are associated. For example, it was the three Astronauts not the President who landed on the Moon, and yet this pride in an American achievement may very likely have contributed to the sense of well-being and inspired confidence in the country's Chief Executive. By the same token, during a period of national or international unrest, people have the same tendency to blame the President. Additionally, lack of significant and dramatic Presidential activity or other events that can be in any way related to the President may have a negative effect upon the general opinion of his performance. This seems to have been the case during the period prior to which the President's approval rating was at a low point. (See appropriate months at Tab D.)

The depressions in popularity might possibly be explained by viewing them in the following setting:

<u>Date of Poll</u>	<u>Events Dominating the News</u>
April 11-14 (61%)	Growing controversy over ABM. Harvard Students revolt. (April 9th) Federal Reserve raises interest rates.
July 11-14 (58%)	Dr. Knowles affair. Prime Rate increased to 8-1/2%. Chile cancels Rockefeller visit.
Oct. 17-20 (56%)	Moratorium. Supreme Court overrules Administration integration guidelines. Unemployment up 4%.
Dec. 12-15 (59%) <u>Note:</u> 59% represents a drop of 9 points following the high of 68% resulting from the VN speech. This depression was probably partially due to normal readjustment.	My Lai. Haynesworth rejected. Santa Barbara oil slick.

<u>Date of Poll</u>	<u>Events Dominating the News</u>
Feb. 27 - Mar. 4 (56%)	Carswell controversy. Skepticism over VN. Desegregation confusion. Chicago 7 verdicts.

What is most interesting to note is that four of the five periods in which the President's popularity was at a peak were preceded by dramatic and visible Presidential activity. Contrasted to this is the observation that the five periods in which Presidential popularity was at its low point were preceded by a lack of dramatic activity. Additionally, during those periods in which the President's popularity was at a peak there were items in the news that were just as negative as those immediately preceding and during those periods when the President's popularity was at a low point. The difference is a dramatic and visible Presidential activity can nullify, or at least ameliorate, public concern over these unpleasant events. The activity need not necessarily be related to the unpleasant news event, but the very presence on the television screen and in the newspapers of the President engaging in an imaginative and dramatic activity can overshadow the negative news event and perhaps dull it from the minds and senses of the citizenry.

The great surge in popularity that was displayed in the November 14-17 poll was very likely the result of the President's November 3rd VN speech. It is interesting to note that between October 20 and November 14 the President's popularity jumped a full 12 points from 56% to 68%. Ten of these 12 points came from the DISAPPROVAL column. Only two of the points came from the NO OPINION column. In short, the surge in popularity seems to have come from those who previously opposed the President. During the adjustment period shown by the December 12-15 poll, the "APPROVAL" rating dropped 9 points from 68% to 59%. Of these nine points lost, only four points fell back into the DISAPPROVAL column, the remainder going into the NO OPINION.

The November 3rd speech was one of those extremely dramatic activities that seemed to overshadow all other negative events dominating the news at the time and there certainly were enough of them. Consider the following negative events during the month of November:

Second Moratorium and March on Washington.
My Lai Massacres. revealed.
Bobby Seale bound and gagged in court.
Continuation of the GE strike.
Consumer Price Index has its second highest rate increase
over the previous month in a year.

There is certainly no evidence of course to attribute the surge in APPROVAL totally to the November 3rd speech. There were other factors that might have entered in such as a backlash effect to the first Moratorium and the march on Washington plus the recent victories of Governors Cahill and Holton and the President's pronouncements on chemical and biological warfare. Nevertheless, the indications are that the event itself was primarily responsible for the favorable attitude towards the President.

Summary

This rather superficial examination of the Presidential APPROVAL and DISAPPROVAL trends contrasted against the background of Presidential activities and conditions prevailing during the polling periods suggests the following:

1. That the formal televised press conferences have little effect, either positively or negatively, on the President's popularity.
2. That the President's popularity may be related to the ever-increasing rises in the cost of living. More simply, the APPROVAL rating dips during a period just following a month where the cost of living has had an unusual increase.
3. That those news events of the day, even though not directly related to the President's activity, affect the President's rating.
 - (a) Negative events, when left unchecked by some sort of positive Presidential activity, will have a deleterious effect upon Presidential popularity.
 - (b) Positive events, such as the Apollo 11 Moon landing, seem to reflect favorably on the President. This particular example seemed to have a "coattail" effect on popularity, by which the President benefited merely by association in an indirect way with the event.

- (c) A dramatic and highly visible Presidential activity such as the November 3rd speech and the HEW veto seemed to counteract negative external conditions. Further, the positive Presidential activity need not be related to the negative news story.

This brief examination of the relationship between Presidential activities and public APPROVAL suggested certain questions for which it would be helpful to have the answers.

1. What are some of the specific reasons for DISAPPROVAL attitudes? A more thorough understanding of DISAPPROVAL attitudes might reveal certain activities that have a negative bearing on public opinion.
2. Apparently a respondent is given one of three alternatives to the question of "How would you rate the President's performance?". They are APPROVE, DISAPPROVE, NO OPINION. NO OPINION seems to be an extremely nebulous concept and could suggest anything from total ignorance of who and what the President is to complacency, uncertainty, or a feeling that the President is doing somethings right and some things wrong.
3. From month to month there are opinion shifts. When an APPROVAL rating goes down, exactly where do those points go? For example, is NO OPINION an intermediate step between DISAPPROVAL and APPROVAL or is it a rather static class of attitudes that is easily swayed by the minor nuances of daily events?

Perhaps it would be possible for Gallup to address itself more specifically to the definition of each category and the reasons that have lead to the respondent's reactions and conclusions.

TELEvised PRESS CONFERENCE

<u>Date of Poll</u>	<u>Date of Conference</u>	<u>Change in "Approval"</u>	<u>Change in "Disapproval"</u>	<u>Change in "No Opinion"</u>
Poll in progress - Jan. 23-29	January 27	NA	NA	NA
February 21-24	February 6	+2	+1	-3
March 14-17	March 4 March 14	+4	+3	-7
March 28-31		-2	+1	+1
April 11-14		-2	+1	+1
May 2-5	April 18	+3	+3	-6
May 16-20		+1	-2	+1
May 23-26		0	0	0
June 20-23	June 19	-2	+4	-2
July 11-14		-5	+6	-1
July 26-28		+7	-5	-2
August 15-18		-3	+3	0
September 12-15		-2	+4	-2
September 19-22		-2	-1	+3
October 3-9	September 26	-1	+1	0
October 17-20		-1	+5	-4
November 14-17		+12	-10	-2
December 12-15	December 8	-9	+4	+5
January 2-5		+2	-1	-1
Jan. 31-Feb. 2	January 30	+3	+2	-5
Feb. 27-Mar. 4		-8	+3	+5

POPULARITY TREND SUMMARY

	<u>Approve</u>	<u>Disapprove</u>	<u>No Opinion</u>
<u>1969</u>			
January 23-29	59	5	36
February 21-24	61	6	33
March 14-17	65	9	26
March 28-31	63	10	27
April 11-14	61	11	28
May 2-5	64	14	22
May 16-20	65	12	23
May 23-26	65	12	23
June 20-23	63	16	21
July 11-14	58	22	20
July 26-28	65	17	18
August 15-18	62	20	18
September 12-15	60	24	16
September 19-22	58	23	19
October 3-9	57	24	19
October 17-20	56	29	15
November 14-17	68	19	13
December 12-15	59	23	18
<u>1970</u>			
January 2-5	61	22	17
January 31-February 2	64	24	12
February 27-March 4	56	27	17

Consumer Price Index

Rate of Increase on Month-to-Month Basis at Compound Annual Rate

SEASONAL ADJUSTED RATE - JANUARY, 1969 - FEBRUARY, 1970

Jan.	7.0
Feb.	4.9
Mar.	8.0
April	6.9
May	4.8
June	6.8
July	4.8
Aug.	4.8
Sept.	5.7
Oct.	4.7
Nov.	7.7
Dec.	7.6
Jan.	7.6
Feb.	6.6

Presidential Events

Jan. 20th - Inauguration.

Jan. 24th - Hickel Swearing-In.

Jan. 26th - First W.H. Worship Service.
Departmental visits throughout month.

Jan. 27th - Press Conference.

February - NSC; heavy NSC emphasis throughout month.
Departmental visits continue.

Feb. 3rd - UAC.

Feb. 6th - Press Conference.

Feb. 12th - Lincoln Memorial Wreath-laying.

Feb. 13th - Mayor Washington Swearing-In.

Feb. 14th - Signing Ceremony for creation of
Intergovernmental Relations Office.

Feb. 23rd -
March 2nd - European Trip.

March 4th - Press Conference.

March 14th - Press Conference.

March 21st - Trip to Independence, Mo.

March 24th - Trudeau visit.

March 31st - Dwight D. Eisenhower funeral.

April 7th - Opening baseball game of the season.

April 8th - King Hussein visit.

April 10th - Cabinet Meeting - wives.

April 18th - Press Conference.

April 19th - Virginia Knauer Swearing-In.

April 23rd - Warren Dinner.

April 24th - Big City Mayors.

April 29th - Duke Ellington Dinner.

May 3rd - S. Carolina trip (Jimmy Byrnes).
Kentucky Derby.

May 5th - Blatchford Swearing-In.

May 6th - Prime Minister Gorton visit.

May 17th - Armed Forces Day - Medal of Honor Ceremony.

May 21st - Burger announcement.

May 26th - Don Rumsfeld Swearing-In.

May 27th - Netherlands Prime Minister arrival.
Postal Corporation Message.

June 8th - Midway Island - troop withdrawal announcement.

June 12th - President Lleras arrival.

June 19th - Press Conference.

June 23rd - Address Supreme Court.

June 27th - Massena and Montreal.

July 8th - Selassie visit.

July 20th - Telephone with Astronauts on Moon.

July 22nd - All-Star Game Reception at W.H.
Asian Trip.

August 7th - Kiesinger visit.

August 8th - Welfare Speech.

August 9th - San Clemente.

August 13th - Apollo 11 Dinner.

August 21st - President Park of Korea visit.

August 27th - L. B. J.

Sept. 8th - Del Rio, Texas.
Gulfport, Mississippi - (Hurricane Camille).

Sept. 18th - UN General Assembly Address - N. Y.

Sept. 25th - Golda Meir visit.

Sept. 26th - Press Conference.

Oct. 7th - Souvanna Phouma visit.

Oct. 21st - Shah of Iran visit.

Oct. 28th - Holton campaign speech.

Oct. 29th - Cahill campaign speech.

Oct. 30th - Heritage Groups Conference Reception.

Nov. 3rd - VN Speech.

Nov. 14th - Apollo 12 Launch.

Nov. 19th - Prime Minister Sato visit.

Nov. 27th - Senior Citizens Thanksgiving.

Dec. 2nd - Remarks to W. H. Conference on Food, Nutrition & Health.

Dec. 3rd - Governors' Conference on Drugs (at State Department Auditorium).

Dec. 6th - Arkansas-Texas Football Game.

Dec. 8th - Press Conference.

Dec. 9th - Football Hall of Fame Dinner.

Dec. 12th - POW wives and mothers.

Dec. 16th - Christmas Tree lighting.

Dec. 20th - Arrival of Apollo 12 Astronauts.

Jan. 22nd - State of Union Address.

Jan. 24th - Ormandy Medal of Freedom.

Jan. 26th - HEW Veto.

Jan. 27th - Prime Minister Wilson visit.

Jan. 30th - Press Conference.

Feb. 5th - Presidential Prayer Breakfast.
Indianapolis trip.

Feb. 6th - Chicago trip.

Feb. 19th - Andrew Wyeth Dinner.

Feb. 24th - Pompidou Meeting.

March 2nd - Pompidou New York Dinner.

Principal News Events

1969

- Jan. - Inauguration.
 Peace talks begin.
 Reprieve to Southern school districts.
 Numerous college protests.
 Czech student demonstrations.
- Feb. - College protests continue.
 ABM controversy.
 Peru seizes Standard Oil plant.
 OEO extended.
 Peace talk impasse.
 Nixon European trip.
 Santa Barbara oil.
 Willie May Rogers.
- March - Eisenhower death.
 Korean DMZ clashes.
 Peru seizes boats.
 James Earl Ray pleads guilty.
 President announces Safeguard.
 First attack on VN policy - made by McGovern.
 Teen-age decency rally.
 Golda Meir takes over.
 Sino Soviet hostility.
- April - EC-121 shot down by North Korea.
 Fed raises interest rates.
 Harvard student revolt.
 Sirhan sentenced to death.
 CCNY closed by riots.
 Cliff Alexander resigns.
 Midwest floods.
 Abernathy - Charleston hospital strike.
 Nader attack on UMW.
 Long denied NSF position.
 Biafra heats up.
 High death tolls in VN.
 Dubcek dumped.
 Irish fighting.
 DeGaulle resigns.

May -

Hamburger Hill.
First UN speech.
Burger nomination.
Blacks demand reparations.
Charges against Pueblo crew dropped.
Rockefeller South American tour.
President's "8-point" VN speech.
Fortas resigns.
Zap, N.D.
Charles Evers.
Berkeley - helicopter.
Apollo 10.
Yorty over Bradley.

June -

Knowles out.
Prime rate up 1 point to 8-1/2%.
Announcement of first U.S. troop withdrawals.
National Committee on Violence.
Lindsay loses to Marchi.
Air traffic controllers.
King wiretaps.
Chile cancels Rockefeller visit.
Pompidou wins.
Midway.
Clifford.

July -

Viet war lull.
Kennedy and Chappaquiddick.
Spock conviction reversed.
"Self-Help" foreign policy announced by President
during Asian tour.
Moon landing.
Guidelines.
Mboya assassination.
Ghandi - India crisis.
China trade, travel restrictions lifted.

August - Haynsworth nomination protested.
Pittsburgh Negro job protests and counter-demonstrations.
Army Company in VN refuses to fight.
Hurricane Camille.
ABM.
Welfare.
Tate murders.
Woodstock.
VN withdrawals delayed.
Czech riots.
Pope to Africa.
RN in Rumania.
Green Berets.
British troops to Ulster.

September - Brazil Ambassador kidnapped.
Dirksen dies.
Ho Chi Minh dies.
Socialist Government elected in Germany.
"Chicago 8" trial begins.
Israel launches major attack on Egyptian coast.
Hartford, Conn., Camden riots.
Construction cutback.
U.S. Civil Rights Committee blasts Administration.
November, December draft calls cancelled.
Operation Intercept.
Mets win.
Won't be affected by Moratorium.
Frishman - POW torture.
Pike dead.
B-52 suspension and resumption.
SS Manhattan.
Troop withdrawal announced.
Goodell Resolution.
Green Berets charges dropped.

October - Oct. 2nd--no U.S. deaths in VN.
 First Moratorium.
 Hershey resigns.
 Supreme Court orders integration "at once".
 RN averts rail strike.
 Turner - Service Blus.
 Unemployment up 4%.
 HEW black-listing.
 HHH supports RN on VN.
 Weathermen in Chicago.
 Burns to Fed.
 Cyclamates.
 RN calls on business and labor to be responsible.
 V.P. attack on "effete corps".
 GE strike.
 Soviet space craft.

November - 2nd Moratorium and "Death March".
 VN speeches.
 Bobby Seale bound and gagged.
 V.P. speech.
 Haynsworth rejected.
 Cahill & Holton victories.
 Vets Day - GSM.
 President addresses Congress.
 Apollo 12.
 My Lai.
 SALT.
 Lodge resigns.
 CBW.
 NPT.
 El Al terminal bombing.

August 17, 1971

MEMORANDUM FOR:

MR. H. R. HALDEMAN

FROM:

DWIGHT L. CHAPIN

Gallup is doing a special telephone survey tomorrow night on the economy. They will have the results around 1:00 or 2:00 p.m. on Thursday, and I should be able to get them at that time. The results will be released on television - NET Television - Thursday night and will be in the papers on Friday. The questions will deal with the general awareness of the public concerning the President's economic actions, plus it will measure the public's approval and disapproval of the freeze, as well as for how people think this will affect them personally.

You should also know that they have sent out a popularity poll - this went out yesterday - and interviewing will begin Friday night with their close-out on Monday. They expect the results on this a week from Thursday.

cc: ~~Mr. Bull~~
Mr. Strachan

August 4, 1971

MEMORANDUM FOR:

MR. H. R. HALDEMAN

FROM:

DWIGHT L. CHAPIN

Sunday's Gallup is going to run what they call an "issues' barometer" poll. They will focus on the economy/prosperity. The question was something to the effect of looking ahead -- which political Party will do the better job of bringing prosperity to the country.

The Democrats showed up with the largest lead in five years:

Democrats	46%
Republicans	23%
No Difference of Opinion	31%

In their story, they will say that the Democrats' advantage on prosperity may explain why the President's popularity has remained unchanged even in the light of the China announcement.

cc: Mr. Bull
Mr. Strahan

July 22, 1971

MEMORANDUM FOR: Mr. H. R. Haldeman
FROM: Dwight L. Chapin
SUBJECT: Gallup Poll

George Gallup reports that the Gallup Poll taken the 16th, 17th, and 18th of this month immediately after the President's announcement comes out with a 49% approval and a 38% disapproval. This sample is not complete yet and the figure could change on the approval side one point either way.

It is George's opinion that the wider implications of the President's announcement had not by the time the poll was taken reached the public. He felt that perhaps there were also other influences to keep it down. He feels that by the time the poll was taken the man in the street had not related to it. He did not know what it meant to him. He feels it would probably be up if the poll were taken now.

cc: Mr. Bull
Mr. Strachan

June 17, 1971

MEMORANDUM FOR:

MR. H. R. HALDEMAN

FROM:

DWIGHT L. CHAPIN

SUBJECT:

Gallup Poll - June 5 and 6, 1971

~~As you already know,~~ The Gallup Poll figures for June 5 and 6, 1971, come out once again as follows:

APPROVE	49%
DISAPPROVE	37%
NO OPINION	14%

It is Gallup's feeling that they will publish these figures one week from today.

The story, when they write it, will probably hinged on the last several Gallup Polls which have held in the same 49-50% range. They will combine the polls and analyze where the President's strength is within the country - and where he is weak.

Their next poll will be mailed to the field June 22 with polling on June 26 and 27. They will probably have a question in that poll regarding the New York Times' printing of the Pentagon papers. He said they will run the question as a "freedom of the press question". I objected and said that obviously if they ran it as a "freedom of the press question" it was going to come out highly in favor of the press. I think my reaction startled him because I was rather adamant on the need for them to reword that question.

Per a memorandum I had from Dick Howard for Colson, I suggested that they may want to do another poll on revenue sharing since the debate on revenue sharing will be heating up in the next few weeks. He expressed an interest in that and thought that they would follow through on it.

cc: Mr. Bull
Mr. Strachan

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THE GALLUP POLL

For Release: Sunday, July 11, 19

PUBLIC CONFIDENCE IN NIXON AT LOW
POINT: 48% APPROVE OF PERFORMANCE

By George Gallup

Princeton, N.J., July 10--Public confidence in President Nixon is at a new low point, with 48% of Americans in the two most recent surveys saying they approve of his performance in office.

The controversy over publication of the Pentagon papers, which occurred in the period between these two surveys, appears to have had little effect on President Nixon's overall popularity rating.

President Nixon's current rating is below that recorded for his four predecessors at a comparable point in time during their administrations.

President Lyndon B. Johnson had a 57 percent approval rating two and a half years after taking office, at a time when concern over the Vietnam war was not nearly so great as it is today.

President John F. Kennedy's approval rating at a comparable point of time was 61 per cent, President Dwight D. Eisenhower's was 69 per cent, and President Harry S. Truman's was 55 per cent.

In making these comparisons it should be borne in mind that President Nixon's two Democratic predecessors enjoyed a built-in advantage inasmuch as Democrats have outnumbered Republicans among the general public by a wide margin during the last quarter century. The ratio is 3-to-2 in the most recent national survey on political party allegiance.

Barometer Introduced by Gallup Poll in 1930's

The presidential popularity index was introduced by the Gallup Poll in the late 1930's to provide a statistical means for charting the American public's confidence in the incumbent president's performance in office.

The most recent survey is the thirty-second taken of President Nixon's popularity. The President's rating since February have been remarkably stable, varying from measurement to measurement by only one or two percentage points.

To obtain the results reported today, personal interviews were conducted with a total of 1501 adults in more than 300 scientifically selected localities across the nation. This is the question which has been asked about the incumbent President since the Roosevelt years:

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

Nixon's Popularity Since Start of 1971:

	Approve	Disapprove	No opinion
June 25-28	48%	39%	13%
<u>Pentagon Papers</u>			
June 4-7	48%	37%	15%
May 14-16	50%	35%	15%
April 23-25	50%	38%	12%
<u>April 3-5</u>	49%	38%	13%
March 12-14	50%	37%	13%
Feb 19-21	51%	36%	13%
<u>Laos Invasion</u>			
Jan 9-10	56%	33%	11%

The following table shows the approval rating received by the past four presidents at a comparable point in time in their respective administrations:

Approval Rating at 29-month Mark

Johnson	57%
Kennedy	61%
Eisenhower	69%
Truman	55%

Three in every four Republicans in the sample (73 per cent) currently express approval of the President's performance. Among Democrats, only a third of those living in the North say they approve, but Southern Democrats are about evenly divided in their rating of the president.

Differences in opinions by age are not great, with persons 18 to 21 currently holding views similar to those of persons over 21. The

weight of opinion among blacks -- particularly those in the North--
is heavily on the disapproval side.

NIXON POPULARITY INDEX

--Per Cent who Approve--

Current	48%
Average in current year	50%
Average since taking office	58%
High since taking office (recorded: November 69)	68%
Low since taking office (recorded: June '71)	48%

OTHER PRESIDENTS

--Per Cent who Approve--

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

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

MEMORANDUM

THE WHITE HOUSE
WASHINGTON

CONFIDENTIAL

June 9, 1971

DETERMINED TO BE AN
ADMINISTRATIVE MESSAGE
P.L. 10035, Section 6002
By *Emf* WARS, Date *2-11-80*

FOR: GORDON STRACHAN

FROM: STEPHEN BULL *JS*

Attached is the analysis of principal Presidential activities in conjunction with principal news events for the period of January-December, 1969. This should now give you the complete update from the time the President took office.

Sometime next week I will give you an update from May 2 through the present.

cc: D. Chapin

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

June 8, 1971

9:33 a.m.

MEMORANDUM FOR: GORDON STRACHAN

FROM: DWIGHT L. CHAPIN

How about doing a poll in Maine prior to our visit there later this month? Maybe it would be a better idea yet to do some polling in New Hampshire and then see what effect the President's visit to Maine has on the New England area, specifically on New Hampshire.

cc: ✓ Steve Bull

May 3, 1971

MEMORANDUM FOR: MR. H. R. HALDEMAN

FROM: DWIGHT L. CHAPIN

For the third time in a row, the Gallup Poll taken April 24 and 25 shows no statistical change in the President's popularity. The figures are 50 - 38 - 12.

They did not run any trial heats with this poll. They are going to run trial heats every other month and the next one will be some time in May.

The April 24 poll will be released either this coming Sunday or a week from Thursday.

cc: ~~Mr.~~ Bull
Mr. Strachan

March 19, 1971

MEMORANDUM FOR:

MR. H. R. HALDEMAN

FROM:

DWIGHT L. CHAPIN

SUBJECT:

Gallup Poll

Gallup has 900 out of their normal 1500 tallied and it presently shows 51% approve; 36% disapprove; and 13% no opinion.

They will have the final set figures on Monday and it is expected that the above poll will run a week from this Sunday.

The February 19-21 poll was published at 51-36-13, but on final tabulation it came out 50-36-14. The March index for Gallup will show it as 50-36-14.

cc: Steve Bull

December 7, 1970

MEMORANDUM FOR: MR. H. R. HALDEMAN
FROM: DWIGHT L. CHAPIN
SUBJECT: Gallup Poll

Last week you asked for the Gallup Poll broken down by regions and also by age groups. Following you will find this information plus some other breakdowns which you may find of interest.

GALLUP POLL - Taken November 13 - 15, 1970

	<u>Approve</u>	<u>Disapprove</u>	<u>No Opinion</u>
NATION-WIDE	57%	30%	13%

BY REGION

East	54%	30%	16%
Midwest	57%	28%	15%
South	59%	28%	13%
Far West	59%	33%	7%

BY AGE GROUPS

	21-29	58%	31%	11%
	30-49	56%	30%	14%
5	50 and over	58%	28%	14%

<u>BY RACE</u>	2.		
	<u>Approve</u>	<u>Disapprove</u>	<u>No Opinion</u>
Whites	60%	28%	12%
Non-White	28%	46%	26%
Southern Whites	63%	26%	11%
Southern Negroes	57%	39%	24%

THE SOUTH

Deep South	62%	23%	15%
Border South	58%	30%	12%
Non-South	56%	30%	14%

BY PARTY

Southern Democrats	47%	37%	16%
Northern Democrats	36%	47%	16%
Republicans	85%	8%	7%
Total Democrats	40%	44%	16%
Total Independents	58%	29%	13%

3.

<u>CITIES</u>	<u>Approve</u>	<u>Disapprove</u>	<u>No Opinion</u>
Central cities	49%	34%	17%
Suburbs of Central cities	59%	31%	10%
Rural/small towns	62%	25%	13%

November 23, 1970

MEMORANDUM FOR MR. H. R. HALDEMAN

FROM: DWIGHT L. CHAPIN

RE: Gallup

The following is the final Gallup Poll which will be published this coming Sunday.

The President's approval rate is 57%; disapproval 30%; and no opinion 13%.

BY REGION

	<u>Approve</u>	<u>Disapprove</u>	<u>No Opinion</u>
EAST	54%	30%	16%
MIDWEST	57%	28%	15%
SOUTH	59%	28%	13%
WEST	60%	33%	7%

NIXON PRESIDENTIAL MATERIALS PROJECT
DOCUMENT CONTROL RECORD

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NIXON PRESIDENTIAL MATERIALS PROJECT
DOCUMENT CONTROL RECORD

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NIXON PRESIDENTIAL MATERIALS PROJECT
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October 6, 1970

MEMORANDUM FOR MR. H. R. HALDEMAN

FROM: DWIGHT L. CHAPIN

RE: Gallup Poll

I talked to George Gallup, Jr. of the Gallup Polls this morning. The most important piece of evidence is that they are going to do a survey this coming weekend. This should be to our advantage since the fallout from the trip and the President's speech will all, hopefully, add some momentum to the President's popularity.

Tomorrow, they are going to give me their final tabulations on their most recent poll which was taken September 25-28. It looks now as though the President's popularity will be at 53%. If my figures are accurate, that would mean that he is off three points from the August 29-September 1 poll.

DLC:ny

cc: Mr. Bull

NIXON PRESIDENTIAL MATERIALS PROJECT
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NIXON PRESIDENTIAL MATERIALS PROJECT
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MEMORANDUM

THE WHITE HOUSE
WASHINGTON

~~CONFIDENTIAL~~

ADMINISTRATIVE
A.O. 12065, Section 6-102

APR 11 1970
APRIL 9, 1970

MEMORANDUM FOR: H. R. HALDEMAN

VIA: DWIGHT L. CHAPIN

FROM: STEPHEN BULL *SB*

RE: Relationship of First Quarter
Events to Approval Rating

Appended is a breakdown of the principal news events and principal public Presidential activities for the period of January 1 through March 31, 1970. In the third column is the "Corresponding Poll" that would cover the events for each respective month. As a basic figure, the results of the poll taken January 2-5 are listed first. Subsequent increases or decreases can be compared to the basic figures.

For some of the principal news events, there is no specific date indicated. Rather, they are listed as "Continuing Events".

Principal News Events	Principal Public Presidential Activities	Corresponding Poll		
		<u>Approve</u>	<u>Disapprove</u>	<u>No Opinion</u>
<u>January</u>	<u>January</u>	<u>Poll Taken Jan. 2-5, 1970</u>		
2) Baseball gambling.	1-8 - San Clemente.	61	22	17
6) Yablonski murder.				
8 - Mississippi actions (cont.)				
12 - Tax Bill.	12 - Amb. Holland (Negro) -			
Nigerian war ends.	Ambassador to Sweden.	<u>Poll Taken Jan. 16-19, 1970</u>		
22 - State of the Union.	22 - State of Union Address.	63	23	14
	24 - Philadelphia - Ormandy Medal of Freedom.			
26 - HEW Veto.	26 - HEW Veto.			
	27 - Prime Minister Wilson.			
	30 - Press Conference.			
<u>Continuing Events:</u>				
Philadelphia Plan.				
Year-end reviews of Administration.				
Fate of economy.				
Environment.				
Carswell.				

Principal News Events	Principal Public Presidential Activities	Corresponding Poll		
		<u>Approve</u>	<u>Disapprove</u>	<u>No Opinion</u>
		<u>Poll Taken Jan. 30 - Feb. 2, 1970</u>		
<u>February</u>	<u>February</u>	66	23	11
2 } Budget.	2 - Economic Message and Budget Report Signing.			
5 - Indianapolis & Chicago trip.	5 - Presidential Prayer Breakfast. Indianapolis trip.			
	6 - Chicago trip.			
	10 - Sen. Russell Drop-By. Environmental Message TV Film.			
12 - V.P.'s Lincoln Days.	17 - Gen. Hershey Dinner.			
	18 - State of the World Message.			
	19 - Wyeth Dinner.			
20 - Chicago 7 verdicts.				
21 - Volunteer Army Plan.				
24 - 2 Mar. - Pompidou visit.	24 - Pompidou arrival.			
	25 - Address to Nat'l. Gov. Conf.			
<u>Continuing Events:</u>		<u>Poll Taken Feb. 28 - Mar. 2, 1970</u>		
		56	27	17
Skepticism rises over VN.				
Dem. mess.				
Desegregation - confusion.				
Japan.				
Drugs.				
Panthers.				
Environment.				

	Principal Public Presidential Activities	Corresponding Poll		
		<u>Approve</u>	<u>Disapprove</u>	<u>No Opinion</u>
<u>March</u>	<u>March</u>			
2 - Pompidou Visit (RN trip to N.Y.) 6 - Mrs. Nixon's College Trip. - Moynihan Memo.	2 - Pompidou N. Y. Dinner. 5 - NPT Ratification.			
8 - RN's Statement on Laos. 9 - Rhodesian Embassy closing.				
	10 - VFW Drop-By. 11 - RNC Dinner. 12 - Consumer Affairs. Drug Message. Congressional School.			
	14 - Wash. Technical Institute. 15 - Billy Graham at Sunday Service.			
17 - Charges against 5 officers, My Lai Massacre.	17 - Amb. William Warnock - Credentials & Shamrock.			
- Postal Strike. Cambodia.				
19 - Meeting between Brandt & Stoph.				
	21 - Impromptu Press Conference. 23 - TV Report on Postal Strike.			
24 - Desegregation Statement. 25 - Prime Rate decrease.				
27 - Air Controllers' Strike.	25 - Statement on Bombing. Dinner Honoring African Diplomats. 28 - Key Biscayne - Laos Statement. Veterans Readjustment.			
	Poll Taken March 20-22, 1970			
		53	30	17
	Poll Taken Mar. 23-Apr. 2, 1970			
		55	33	12

Principal News Events	Principal Public Presidential Activities	Corresponding Poll		
		<u>Approve</u>	<u>Disapprove</u>	<u>No Opinion</u>

March (Cont'd.)

March (Cont'd.)

Continuing Events:

)
 Indo-China (in general).
 Lamar, So. Carolina Disturbances
 (Week of 10th).
 Carswell continuation.
 Bombings in Maryland, New York
 and Greenwich Village.
 Women's Liberation Movement.
 Oil Spills.

)

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

April 7, 1970
11:45 A.M.

FOR: DWIGHT L. CHAPIN
FROM: STEPHEN BULL *SB*
RE: Relationship of First Quarter Events
to Approval Rating

Last Friday I was asked to show the principal news events and public Presidential events and approval ratings for the first quarter of 1970. This morning you asked me to check Presidential activities for March, particularly the period of about the 21st through the end of the month.

On March 21st the President held an impromptu press conference in his office. I did not show this during the period because it was not a public event as such. Certainly the President's candor had an effect upon those newsmen, the opinionmakers, who happened to be there, but generally I felt that it would be stretching things to consider the session a "public event".

The other principal activities after the 21st were limited to the following:

March 25 - Statement on Bombings
March 28 - Statement on Veterans Readjustment Appointments
for Veterans of VN Era

Clarification of President's statement American involvement
in Laos - issued from Key Biscayne

For all practical purposes, the remainder of the month was spent at Key Biscayne.

In summary, I would tend to leave the list of Presidential public activities for the month of March as they were shown on my report last Friday.

MEMORANDUM

THE WHITE HOUSE

CONFIDENTIAL

WASHINGTON

April 3, 1970

MEMORANDUM FOR:

H. R. HALDEMAN

FROM:

STEPHEN BULL *SB*

RE:

Relationship of First Quarter
Events to Approval Rating

Appended is a breakdown of the principal news events and principal public Presidential activities for the period of January 1 through March 31, 1970. In the third column is the "Corresponding Poll" that would cover the events for each respective month. As a basic figure, the results of the poll taken January 2-5 are listed first. Subsequent increases or decreases can be compared to the basic figures.

For some of the principal news events, there is no specific date indicated. This means that the event was a continuing one and cannot be isolated down to a specific date.

cc: D. Chapin

DECLASSIFIED TO B1 / F1
ADMINISTRATIVE MARKING
E.O. 11652, Section 6-102
By EmPaw JMS, Date 2-11-80

Principal News Events for the First Quarter of 1970	Principal Public Presidential Activities	Corresponding Poll		
		<u>Approve</u>	<u>Disapprove</u>	<u>No Opinion</u>
		<u>Poll Taken January 2-5</u> (Base Figures)		
		61	22	17
<u>January</u>		<u>Poll Taken Jan. 31 - Feb. 2</u>		
3 - Baseball gambling.	1-8 - San Clemente.	64	24	12
6 - Yablonski murder.	12 - Amb. Holland (Negro) - Ambassador to Sweden.			
8 - Mississippi actions (cont.).	22 - State of Union Address.			
12 - Tax Bill.	24 - Philadelphia - Ormandy Medal of Freedom.			
Nigerian war ends.	26 - HEW Veto.			
22 - State of the Union.	27 - Prime Minister Wilson.			
26 - HEW Veto.	30 - Press Conference.			
Philadelphia Plan.				
Year-end reviews of Administration.				
Fate of economy.				
Environment.				
Carswell.				
<u>February</u>		<u>Poll Taken Feb. 27 - Mar. 4</u>		
2 - Budget.	2 - Economic Message and Budget Report Signing.	56	27	17
5 - RN trip to Chicago.	5 - Presidential Prayer Breakfast. Indianapolis trip.			
12 - V.P.'s Lincoln Days.	6 - Chicago trip.			
20 - Chicago 7 verdicts.	10 - Sen. Russell Drop-By. Environmental Message TV Film.			
21 - Volunteer Army Plan.				
24 - 2 Mar. - Pompidou visit.				

NOTE: Where date not indicated
the event was a continuing one.

Principal News Events for the First Quarter of 1970	Principal Public Presidential Activities	Corresponding Poll		
		<u>Approve</u>	<u>Disapprove</u>	<u>No Opinion</u>
<u>February (Continued)</u>	<u>February</u>			
Skepticism rises over VN. Dem. mess. Desegregation - confusion. Japan. Drugs. Panthers. Environment.	17 - Gen. Hershey Dinner. 18 - State of the World Message. 19 - Wyeth Dinner. 24 - Pompidou arrival. 25 - Address to Nat'l. Gov. Conf. 26 - Radio & TV Corresp. Dinner (Public event thanks to Hugh Sidey).			
<u>March</u>	<u>March</u>			<u>Poll Taken Mar. 21-23</u>
2 - Pompidou Visit (RN trip to N. Y.) 2-6 - Mrs. Nixon's College Trip. 5 - Moynihan Memo. 8 - RN's Statement on Laos. 9 - Rhodesian Embassy closing. 17 - Charges against 5 officers My Lai Massacre. 18 - Postal Strike. Cambodia. 19 - Meeting between Brandt & Stoph. 24 - Desegregation Statement. 25 - Prime Rate decrease. Air Controllers' Strike (27th). Indo-China (in general). Lamar, So. Carolina Disturbances (Week of 10th) Carswell Continuation. Bombings in Maryland, New York and Greenwich Village. Women's Liberation Movement. Oil Spills.	2 - Pompidou N. Y. Dinner. 5 - NPT Ratification. 12 - Consumer Affairs. Drug Message. Congressional School. 14 - Wash. Technical Institute. 15 - Billy Graham at Sunday Service. 17 - Amb. William Warnock - 21st 32nd Credentials & Shamrock. 23 - TV Report on Postal Strike. Dinner Honoring African Diplomats. 28 - Key Biscayne.	53	30	17