

RUTGERS UNIVERSITY *The State University of New Jersey*FOR RELEASE MONDAY MORNING,  
JANUARY 22, 1973THE EAGLETON INSTITUTE OF POLITICS  
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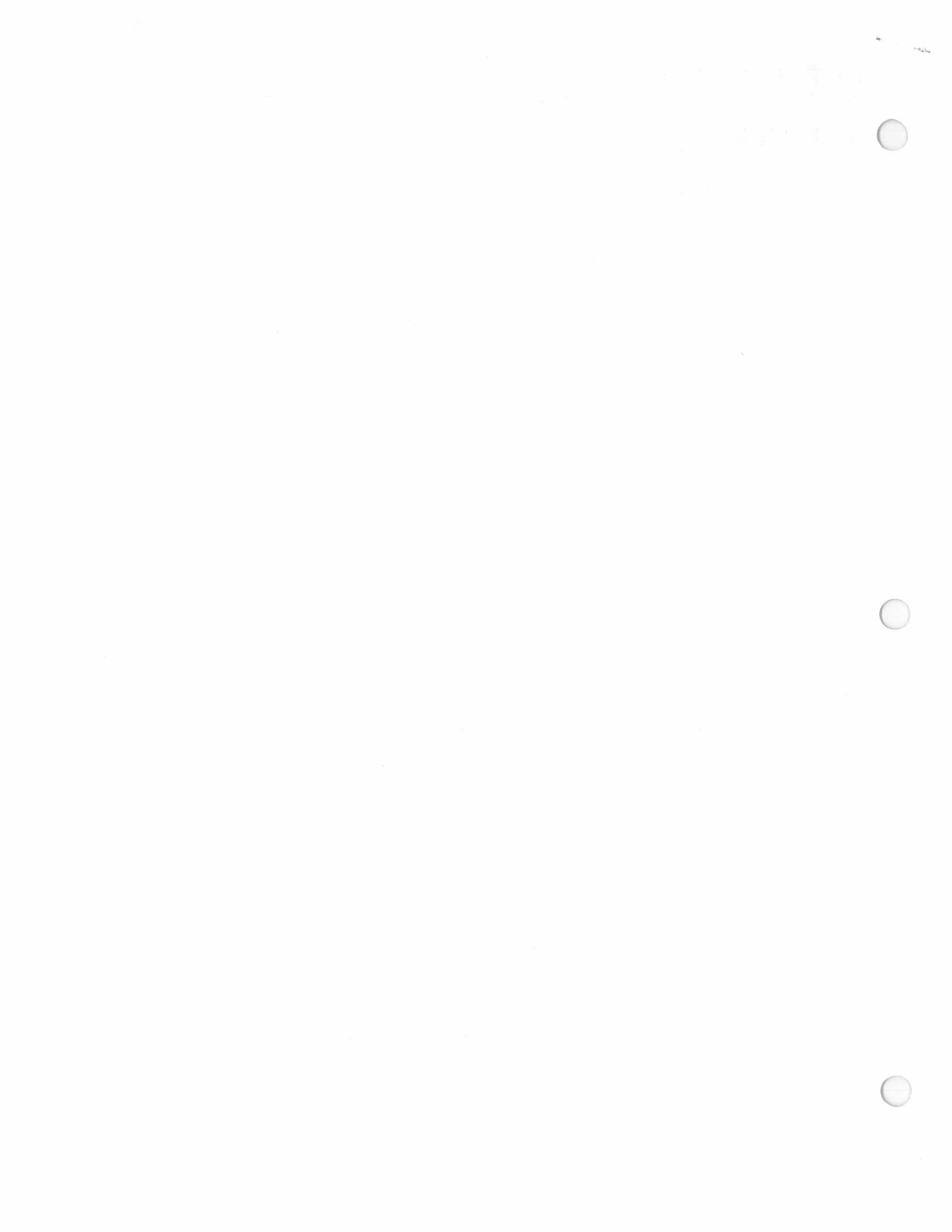
President Nixon's rating among New Jersey voters has dropped seven points since his reelection, according to the New Jersey Poll, conducted by the Eagleton Institute of Politics at Rutgers University.

In a survey conducted from January 5 to 11, 46% of New Jerseyans rated the President's performance as "excellent" or "good," compared to 49% who called it "fair" or "poor." The remaining 5% were undecided. In October, just before the election, his standing was 53% "excellent" or "good" and 45% "fair" or "poor," with 2% undecided.

The decline in the rating of President Nixon's performance is evident among all major political groups in the state, including Republicans. In October, 83% of the state's Republicans called the job the President was doing "good" or "excellent" while 16% termed it "fair" or "poor." Today, only three months later, the comparable figures are 74% "good" or "excellent", and 25% "fair" or "poor," and 1% with no opinion. This represents a shift of nine percentage points among Republicans as compared to a decline of only 7% in the President's positive score among the electorate as a whole.

Voters were asked if they thought the President's performance was better or worse since the November elections. Only 9% thought Mr. Nixon was doing a better job since his election, while 28% thought his performance was worse. Most people--60%--had not changed their opinions, and 3% were undecided.

A shift toward a negative rating of the President's performance since the election is evident among Democrats and independents as well as among Republicans. Among Democrats, the percent who felt Nixon's performance is worse was 36% with only 5% rating his current performance better than 3 months ago. Among independents

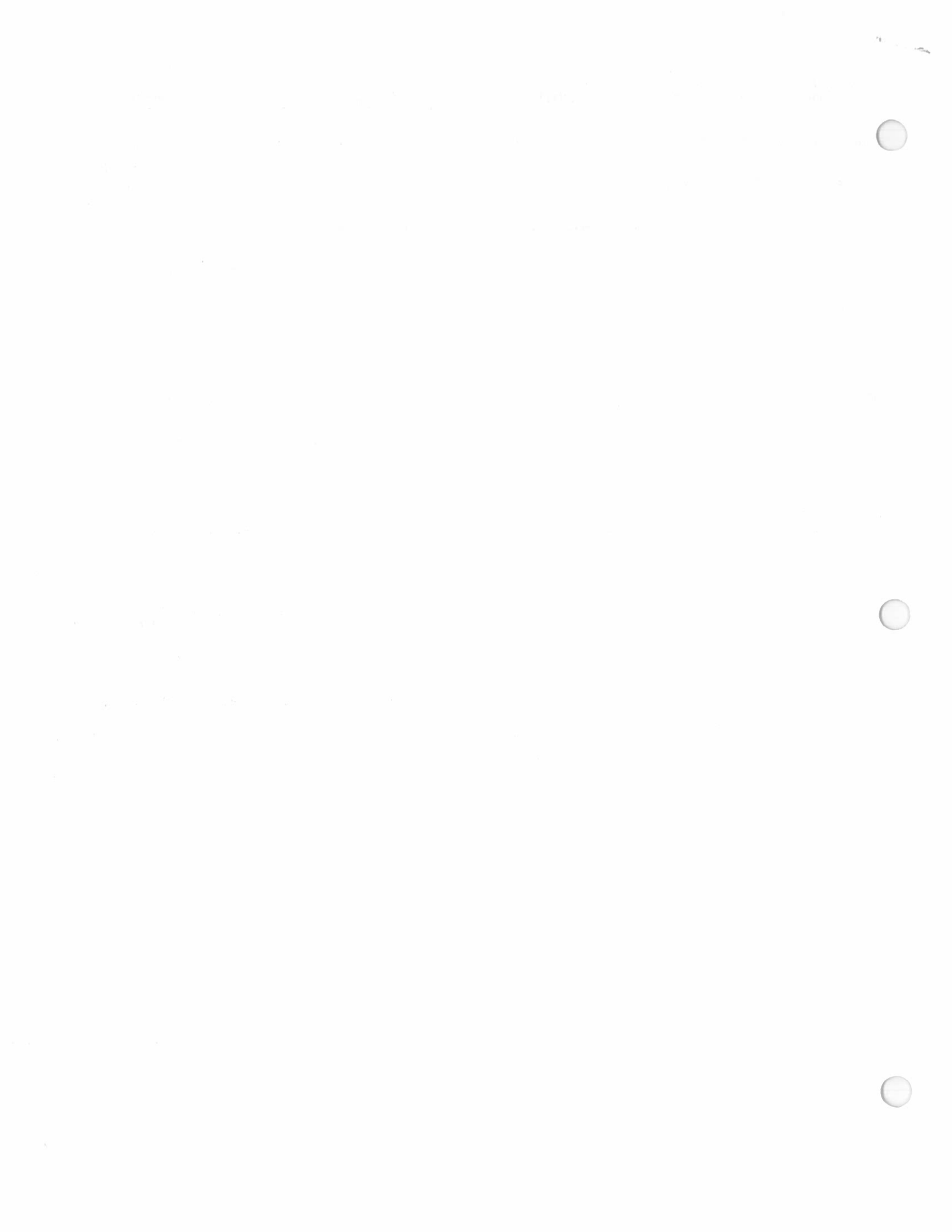


25% thought he was doing worse while only 9% thought his performance was better and among the state's Republicans, 20% called his post-election performance worse, while 15% called it better.

Most of those people who reported having voted for Nixon last November have not changed their opinion regarding the job he is doing, but 16% of the Nixon voters report that their opinions of the President's performance had gone down and 15% report that their opinions had risen. McGovern voters, as might be expected, are more critical. Among these people, 51% felt that Nixon is doing a worse job since the election, 2% report he is doing a better job, and nearly all the others think his performance is about the same.

Furthermore, during the last year views of New Jersey voters toward the President have polarized. Nixon's excellent-good versus fair-poor rating has slipped to its present 56-49 from 51-46 in February 1972. These figures, however, conceal movement at the extreme ends of the spectrum. The percent calling the President's performance excellent has increased from 11 to 16 over the past year. Correspondingly, the percent of those calling it poor has increased from 18 to 26 over the past year.

The Fifth New Jersey Poll was conducted by telephone between January 5 and 11 from the Eagleton Institute. The results were tabulated by Opinion Research Corp. of Princeton, N.J. The New Jersey Poll is supported by grants from the Wallace-Eljabar Foundation and the Eagleton Institute of Politics.



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TO: POLITICAL REPORTERS

FROM: JOHN C. BLYDENBURGH  
EAGLETON INSTITUTE

RE: THE FIFTH NEW JERSEY POLL, RELEASE # 2, MONDAY MORNING,  
JANUARY 22, 1973

The data and questions on which this analysis is based are as follow.

"How would you rate the job Nixon is doing as President--excellent, pretty good, only fair, or poor?"

	<u>Excellent</u>	<u>Pretty Good</u>	<u>Only Fair</u>	<u>Poor</u>	<u>No Opinion</u>
Democrat	7	22	24	41	6
Independent	12	32	29	19	8
Republican	30	44	19	6	1
Whole Sample	16	30	23	26	5

"Since the November election would you say your opinion of President Nixon has changed for the better, changed for the worse, or stayed about the same?"

	<u>Better</u>	<u>Worse</u>	<u>Stayed the Same</u>	<u>No Opinion</u>
Democrat	5	36	55	4
Independent	9	25	62	4
Republican	15	20	65	*
Whole Sample	9	28	60	3

NIXON'S PERFORMANCE, OCTOBER 1972

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>No Opinion</u>
Democrat	5	27	32	34	2
Independent	11	35	36	16	2
Republican	37	46	12	4	1
Whole Sample	18	35	24	21	2

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