

The Gallup Poll

Ford Gets Poor Rating From 43 Pct.

PRINCETON, N.J.—Disapproval of President Ford's performance in office slightly outweighs approval, 43 to 39 per cent. Widespread discontent over the economy, plus disapproval of the way Mr. Ford is dealing with economic conditions, account for much of his overall negative rating.

The President's latest popularity standing represents little change from previous surveys in January and December, when the proportions who approved and disapproved were roughly equal. Before December, however, approval of Mr. Ford's job performance had far outweighed disapproval, although his approval rating had declined from 71 per cent in his initial (August) measurement to 48 per cent in a mid-November survey.

Following is the question that has been asked over the last 35 years to measure presidential popularity.

Do you approve or disapprove of the way Mr. Ford is handling his job as President?

Here is the trend for Ford:

	Approve	Disapprove	No Opinion
Latest	39%	43%	18%
Jan. 10-13	37	39	24
Dec. 6-9	42	41	17
Nov. 15-18	48	32	20
Nov. 8-11	47	33	20
Oct. 18-21	55	28	17
Oct. 11-14	52	29	19
Sept. 27-30	50	28	22
Sept. 6-9	66	13	21
Aug. 16-19	71	3	26

Analysis of the reasons for approval indicates that the President has gained considerable rapport with the American people through his personal style, which is regarded as "open" and "direct." Others credit Mr. Ford with doing the best he can under trying circumstances.

On the other side, however, there is an uneasy feeling among a sizable number of Americans that Mr. Ford is indecisive and not on the top of the economic situation. In addition, there are some who think his economic programs are slanted in favor of traditionally Republican groups, such as big business.