

FORD AD

Ford Hits
SFChronicle
New Low
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In a Poll

New York

President Ford's over-all public standing has hit a new low, with 60 per cent of the American people rating him negatively, the Harris poll said yesterday.

Mr. Ford's popularity was down ten percentage points from the previous month.

"These latest Harris Survey results may be tied closely to the people's rejection of Ford's proposed tax on oil imports, which meets with better than 2-1 opposition," the Harris organization said.

The poll also found 51 per cent negative on the subject of Mr. Ford's personal inspiring of confidence. Thirty-nine per cent were positive, and ten per cent unsure.

Seventy-two per cent were unhappy with the President's success in keeping the economy healthy, 22 per cent approved and six per cent were undecided.

A cross-section of 1532 households at 200 locations was interviewed for the survey during January 16-20.

Associated Press
