

The Gallup Poll

Ford's Rating Slips

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President Ford's performance rating has slipped five points after he had enjoyed a sharp but brief surge in popularity following his signing of the tax rebate bill.

In the latest measurement, 39 per cent approve, a figure which matches Mr. Ford's average rating for

the current year. In the previous survey, conducted shortly after the tax bill became law, the President's rating was 44 per cent.

The President's latest approval rating was recorded following the fall of Cambodia and at a time of growing certainty that the government of South Vietnam would collapse. Mr. Ford won public support for his proposal to send humanitari-

an aid to South Vietnam but was overwhelmingly opposed on his proposal to send military aid.

The views of the public were also sought regarding the President's handling of the economic situation. The current survey shows disapproval outweighing approval by a 2-to-1 margin, with little change having occurred since a late January-early February survey.

While Mr. Ford's current rating on the economy matches the rating given him in the earlier survey, some evidence is found that Mr. Ford's signing of the tax cut bill may have contributed to an increase in the public's optimism regarding the economy.

While the weight of opinion continued to be bearish, the percentage of Americans who (in a late March survey) said the economic situation would get better had increased to a high point of 35 per cent, an increase of five points since the previous survey.

Following is the question that has been asked during the last 35 years to measure presidential popularity:

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

Here is the trend for Mr. Ford:

	Appr.	Disapp.	No Opn.
Latest (April 18-21)	39%	46%	15%
April 4-7	44	37	19
Mar. 28-31	37	43	20
Mar. 7-10	38	45	17
Feb. 28-Mar. 3	39	45	16
Jan. 31-Feb. 3	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	65	13	21
Aug. 16-19	71	3	26

Here is the question on Mr. Ford's handling of the economy:

"Do you approve or disapprove of the way President Ford is dealing with economic conditions in this country."

Here are the latest results and trend:

	Appr.	Disapp.	No Opn.
Latest (April 18-21)	30%	55%	11%
Jan. 31-Feb. 3	29	57	14
Nov. 1974	32	48	20

Here is the question on the public's economic outlook. Asked in the March 28-31 survey:

"Do you think the economic situation in the United States during the next six months will get better or will get worse?"

Here are the latest results and trend:

	Better	Worse	Stay Same	No Opn.
Mar. 28-31	35%	50%	12%	3%
Jan. 31-Feb. 3	30	56	10	4
Nov. '74	16	71	10	3
Sept. '74	15	69	11	5
Aug. '74	13	68	15	4

A total of 1599 persons, 18 and older, were interviewed in the April 18-21 survey, while 1566 persons were interviewed in the March 28-31 survey. In both surveys, interviews were conducted in person in more than 300 sampling locations across the nation.

FORD POPULARITY (Per Cent Who Approve)

Current	39%
Average in current year	39%
Average since taking office	47%
High while in office (recorded August 1974)	71%
Low while in office (recorded January, April 1975)	37%

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