

SFChronicle

OCT 23 1975

Gallup Poll on Ford Popularity

By George Gallup

Princeton N.J.

President Ford's popularity remains unchanged despite his heavy campaigning during recent weeks.

In the latest survey, conducted in early October, 47 per cent said they approve of the way he is handling his job as chief executive, while 37 per cent disapproved and 16 per cent were undecided.

These findings virtually match those recorded in three earlier surveys conducted since early August.

Presidents normally devote the final months of pre-election years to grassroots political activity, but Mr. Ford has outdone his predecessors. No chief executive in recent history has traveled so much as has Mr. Ford during the last few months.

Although his frequent grassroots trips to various parts of the nation may have had the important effect of swelling the coffers of local GOP organizations, his trips do not appear to have boosted his stock with the nation's voters.

The question asked to determine presidential popularity: "Do you approve or disapprove of the way (name of incumbent) is handling his job as president?"

LATEST	Ap- prove	Dis- approve	No Opinion
Sept. 5-8 & 12-15	47%	37%	16%
Aug. 15-18	47%	36%	17%
Aug. 1-4	46%	37%	17%

FORD POPULARITY
(Per cent who approve)

Current	47%
Average in current year	43%
Average since taking office	47%
High while in office (recorded August, 1974)	71%
Low while in office (recorded January, April, 1975)	37%

OTHER PRESIDENTS

	High	Low	Average
Nixon	68%	24%	48%
Johnson	80%	35%	54%
Kennedy	83%	57%	70%
Eisenhower	78%	49%	66%
Truman	87%	23%	46%
Roosevelt	84%	54%	68%

While Mr. Ford fares poorly among certain traditionally Democratic groups, such as Jews and blacks, he scores well among other Democratic groups such as Catholics and young people.

Among Jews and blacks, disapproval of Mr. Ford's performance far outweighs approval. Among Catholics, on the other hand, approval outweighs disapproval. In fact, Mr. Ford's rating among Catholics matches his rating among Protestants.

Among young adults (18-29), approval is higher than it is among older adults. This despite the fact that young adults have traditionally leaned Democratic in their party preferences.

The President's rating is highest in the Midwest, next in the West, then in the South, and is lowest in the East.

The following table gives the full breakdowns, based on a combination of the last five national surveys.

	Ap- prove	Dis- approve	No Opinion
Jews	24%	61%	15%
Protestants	48%	35%	17%
Catholics	48%	35%	17%
Whites	49%	35%	16%
Blacks	27%	50%	23%
18-29 years	51%	33%	16%
30-49 years	48%	37%	15%
50 & over	42%	39%	19%
Men	48%	41%	13%
Women	46%	33%	21%
East	44%	40%	16%
Midwest	48%	37%	15%
South	45%	33%	22%
West	47%	38%	14%
Professional & Business	59%	30%	11%
Clerical & Sales	54%	33%	13%
Manual Workers	42%	39%	19%
Skilled	45%	37%	18%
Unskilled	39%	41%	20%
Farmers	47%	36%	17%
Republicans	68%	19%	13%
Democrats	34%	47%	19%
Southern Democrats	38%	39%	25%
Northern Democrats	34%	50%	16%
Independents	50%	35%	15%
Labor Union			
Households	38%	40%	22%
Non-union households	49%	35%	16%

Copyright, 1975, Field Enterprises Inc.