

Ford Slipping In Public Eye

By Mervin D. Field

The public's approval of the job President Ford is doing continues to decline.

The number of Californians who think Mr. Ford is doing a "good job" as president is lower now than at any point since he assumed office last year, and the proportion who think he is doing a "poor job" is the highest so far recorded by the California Poll.

In a survey completed between November 1-8, the California Poll interviewed a representative sample of 1164 adults and found that just 21 per cent of them felt that Mr. Ford was doing a "good job" as President, while 25 per cent thought he was doing a "poor job." About half the public (52 per cent) credited Mr. Ford with doing a "fair job."

The following table shows the trend of President Ford's job performance ratings in California:

	Good job	Fair job	Poor job	No opinion
Ford as president				
November 1975	21%	52	25	2
August 1975	23%	54	20	3
May 1975	21%	51	23	5
November 1974	29%	45	17	9
October 1974	33%	43	15	9

On the other hand, the public's opinion of the job being done by Edmund Brown as governor continues to remain at an unprecedented high level. Just seven per cent of the public views the young governor's job performance as "poor," while seven times as many people (50 per cent) think he is doing a "good job." Below is a comparison of two California Poll measurements since Brown took office:

	Good job	Fair job	Poor job	No opinion
Brown as governor				
November 1975	50%	34	7	9
May 1975	43%	32	7	18

The public's ratings of California's two U.S. senators was also measured in the current survey. Alan Cranston, who was re-elected in 1974 by a landslide, continues to enjoy high public regard. Almost three times as many people think Cranston is doing a "good job" as think he's doing a "poor job."

John Tunney, on the other hand, is viewed much less favorably today, and as many people think he is doing a "poor job" as think he is doing a "good job." Tunney is seeking re-election in 1976.

Following are the trends in public attitudes toward these two U.S. senators in recent years.

	Good job	Fair job	Poor job	No opinion
Cranston as senator				
November 1975	29%	31	11	29
May 1974	27%	34	11	28
October 1972	23%	35	12	30
August 1971	23%	47	11	19

	Good job	Fair job	Poor job	No opinion
Tunney as senator				
November 1975	20%	36	20	25
May 1973	27%	33	18	22
October 1972	22%	32	21	25
August 1971	30%	34	16	20