

FORD AD

GALLUP POLL

A Setback For Ford in Gallup Poll

By George Gallup
Princeton, N.J.

President Ford's job performance rating has declined to 39 per cent approval in the final 1975 survey, only two points above his low point to date.

The President's latest rating is down seven points from the previous (early December) measurement which was conducted the weekend following his return from his China trip. In the latest survey, 39 per cent of those interviewed express approval of the way President Ford is handling his job as chief executive, 46 per cent disapprove and 15 per cent are undecided.

In terms of support among members of his own party, Mr. Ford lacks the solid approval rating given his Republican predecessors in office, as they ap-

Back Page Col. 5

From Page 1

proached presidential election years.

Only six in ten (59 per cent) of GOP voters currently approve of the President's performance in office. In contrast, Richard Nixon's approval rating among Republican voters at the start of the 1972 presidential election year was 85 per cent. Similarly, at the outset of the presidential election year of 1956, nine in ten Republican voters expressed approval of President Eisenhower's performance in office.

Mr. Ford's relatively low approval rating among his own party followers accounts for the strong challenge being given the President for the GOP nomination by Ronald Reagan.

The President was accorded an overwhelming vote of approval in the first weeks of his presidency in August, 1975. Then came his pardon of Mr. Nixon and his popularity plunged to 50 per cent. Only once since that time has the President's job performance rating gone above the 50 per cent line - for a brief period following the Mayaguez incident last May.

Here is the question asked since Franklin D. Roosevelt's administration to measure presidential popularity:

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

Here is the recent trend in Mr. Ford's popularity:

	Approve	Disapprove	Opinion
Dec. 12-15 (Latest)	39%	46%	15%
Dec. 5-8	46	37	17%
China trip—			
Nov. 21-24	41	46	13%
Cabinet shakeup—			
Nov. 1-3	44	44	12%
FORD POPULARITY (per cent who approve)			
Current	39%		
Average in 1975	43%		
Average since taking office	46%		
High while in office (Recorded August 1974)	71%		
Low while in office (Recorded January, April 1975)	37%		

The latest results reported today are based on 1537 adults, 18 and older, interviewed in person in more than 300 scientifically selected localities across the nation during the period December 12-15.

Copyright, 1976, Field Enterprises, Inc.