

President's Popularity Is Sliding

By George Gallup

PRINCETON, N.J. — President Ford's popularity continues to slide, with about as many now disapproving as approving of the way he is handling his job as Chief Executive.

Following is the question that has been asked over 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 Ford:

	Approve	Disapprove	No Opinion
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	66	13	21
Aug. 16-19	71	3	26

The findings reported today are based on in-person interviews with 1,517 adults, 18 and older, interviewed in more than 350 sampling locations across the nation during the period Dec. 6-9.