

Poll Shows Ford's Popularity Soared

By George Gallup

Princeton, N.J.

President Ford's popularity rating has risen dramatically, with 51 per cent in the latest survey now voicing approval of his performance in office.

This gain of 11 percentage points since the previous survey in early May represents one of the sharpest gain ever recorded in Gallup surveys going back to the middle 1930s.

The President's latest rat-

ing was based on a survey conducted following the Mayaguez incident and the first leg of Mr. Ford's recent European trip. It may also reflect, in part, an upturn in public optimism regarding the economy.

The sharpest gain in popularity ever recorded in the nearly four decades of such measurements was President Nixon's 17-point gain in approval following the Vietnam peace settlement in

Back Page Col. 4

From Page 1

late January 1973.

President Johnson's popularity rating shot up 13 points following his announcement in March 1968 of a cessation of bombing in North Vietnam. President Kennedy's popularity also climbed 13 points — in a survey conducted shortly after the Cuban missile crisis in the fall of 1962.

Following is the question asked to measure presidential popularity:

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

Here are the results of the latest survey, compared with those recorded in the previous (early May) survey:

	Early May	Latest
Approve	40%	51%
Disapprove	43	33
No opinion	17	16

President Ford's gains in popularity between the two surveys have come "across the board." One of the most pronounced changes has come about among men. In the early May survey, men and women gave Mr. Ford closely comparable ratings, but in the latest survey, men are more inclined to approve than are women.

The following table shows the change in approval vote between the two surveys:

	Early May	Early June	Point Change
Nationwide	40%	51%	up 11
Men	38	54	up 16
Women	41	48	up 7
18-29 years	39	55	up 16
30-49 years	39	54	up 15
50 & over	40	46	up 6
East	40	48	up 8
Midwest	41	50	up 9
South	38	53	up 15
West	40	54	up 14
Republicans	64	68	up 4
Democrats	27	40	up 13
Independents	41	57	up 16
College bkgrnd.	47	62	up 15
High school	39	52	up 13
Grade school	50	36	up 6

Here is the full trend for Mr. Ford, showing the latest rating in his handling of the presidency to be his highest approval score since last October:

	Ap- prove	Disap- prove	No Opinion
LATEST (May 30 - June 2)	51%	33%	16%
May 2-5	40	43	17
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. 21-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	66	13	21
Aug. 16-19	71	3	26

Here is the record of Mr. Ford's popularity since he took office and a comparison of his record with those of previous presidents.

FORD POPULARITY	
Current approval	51%
Average in current year	40%
Average since taking office	48%
High while in office (recorded August, 1974)	71%
Low while in office (recorded Jan., Apr., 1975)	37%

OTHER PRESIDENTS			
	High	Low	Avg.
Nixon	68%	24%	48%
Johnson	80	35	54
Kennedy	83	57	70
Eisenhower	79	49	66
Truman	87	23	46
Roosevelt	84	54	68

The results reported today are based on in-person interviews with 1542 persons, 18 and older, in more than 300 scientifically selected localities across the nation during the period May 30-June 2.