

Ford's Popularity Rating Rises By 11 Points, to 51%, in Month

President Ford's popularity rating has risen to 51 per cent in a Gallup Poll made recently to determine how the American public felt he was handling his job as President.

The gain of 11 percentage points since the previous survey in early May represents one of the sharpest gains ever recorded in Gallup surveys going back to the middle nineteen-thirties.

Mr. Ford's latest rating was based on a survey conducted after the Cambodians seized the ship Mayaguez and the first leg of his 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 former President Nixon's 17-point gain in approval following the Vietnam peace settlement in late January, 1973.

Following is the question that was asked to measure the President's popularity:

"Do you approve or dis-

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

The results of the latest survey and those recorded in the previous survey follow:

Ford Popularity Rating		
	Early May	Latest
Approve	40%	51%
Disapprove . . .	43%	33%
No opinion . . .	17%	16%

The following table shows the changes in the approval vote in various categories:

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

The results reported yesterday are based on in-person interviews with 1,542 persons, 18 years and older, in more than 300 localities across the nation in the period May 30-June 2.