

The original documents are located in Box 63, folder “12/11/75 - To Bo Callaway - Ford Approval Trends From Gallup Polls” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.

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December 11, 1975

MEMORANDUM FOR:

BO CALLAWAY

FROM:

BOB TEETER
FRED STEEPER*Run*

SUBJECT:

Conclusions Drawn from National Trends in
the President's Approval Rating

DATA:

Gallup Opinion Index

Contrary to the Phillips, Evans-Novak, et al notion that the President has been steadily losing ground in 1975, the overall trend line since April has been upward.

The President has been consistently stronger with younger voters (under 30) especially the 25-29 year olds than with older voters. With one brief exception, the oldest voters (50 and over) have been the weakest age group for the President during the past year. This is obviously unique for a Republican and while it can be of great advantage in the general election, it represents a serious problem for the primary. This should re-emphasize the need for the administration to do something for old people in the SOTU and to avoid any budget cuts that would impact on them.

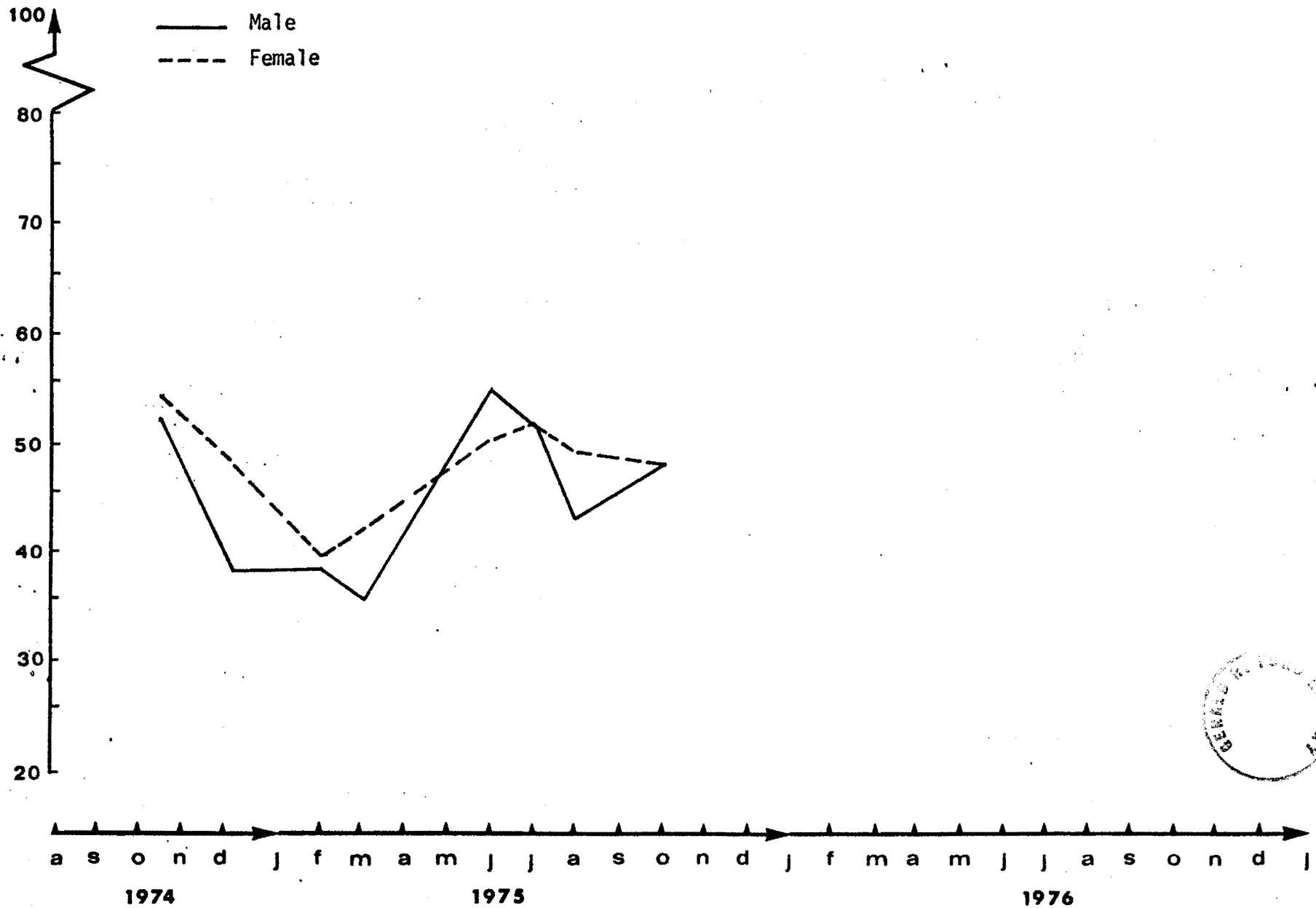
President Ford is not receiving the approval from the South that he should. His approval in the South has been about the same as in the other regions since last March. Also, the great majority of the President's decline in the summer and early fall was in the East.

The President is doing very well with college educated voters. The source of his mediocre levels of approval is the high school educated voter. His approval rating among the latter is closer to that of the uneducated voters, i.e. poor Democrats, than to the college voters.

Men reacted very dramatically to the President's strong stand in the Mayaguez incident. The President's surge in approval at that time underscores the large pay-off with men resulting from the President taking a tough stand in the area of international problems and incidents.

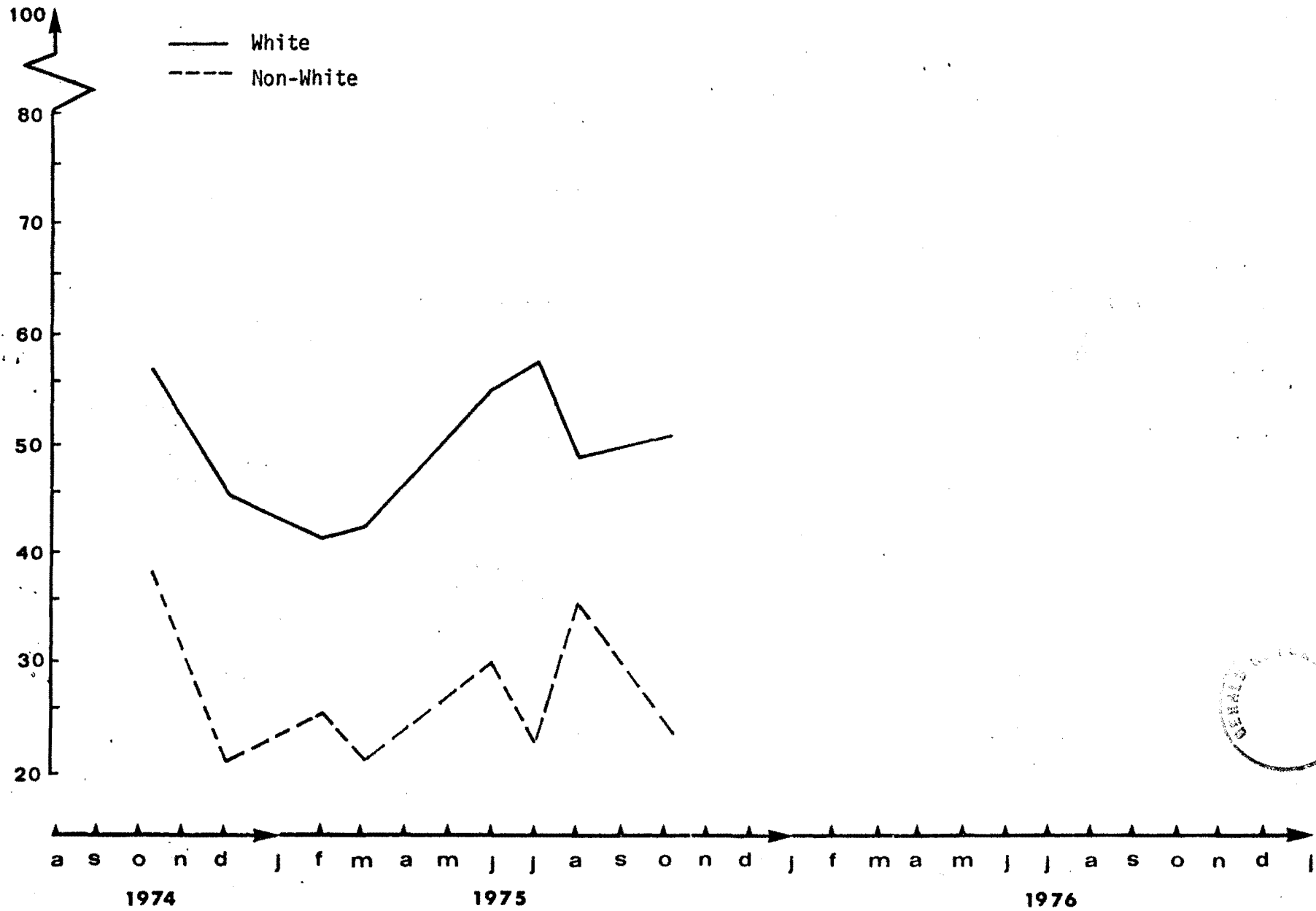


ford approval rating



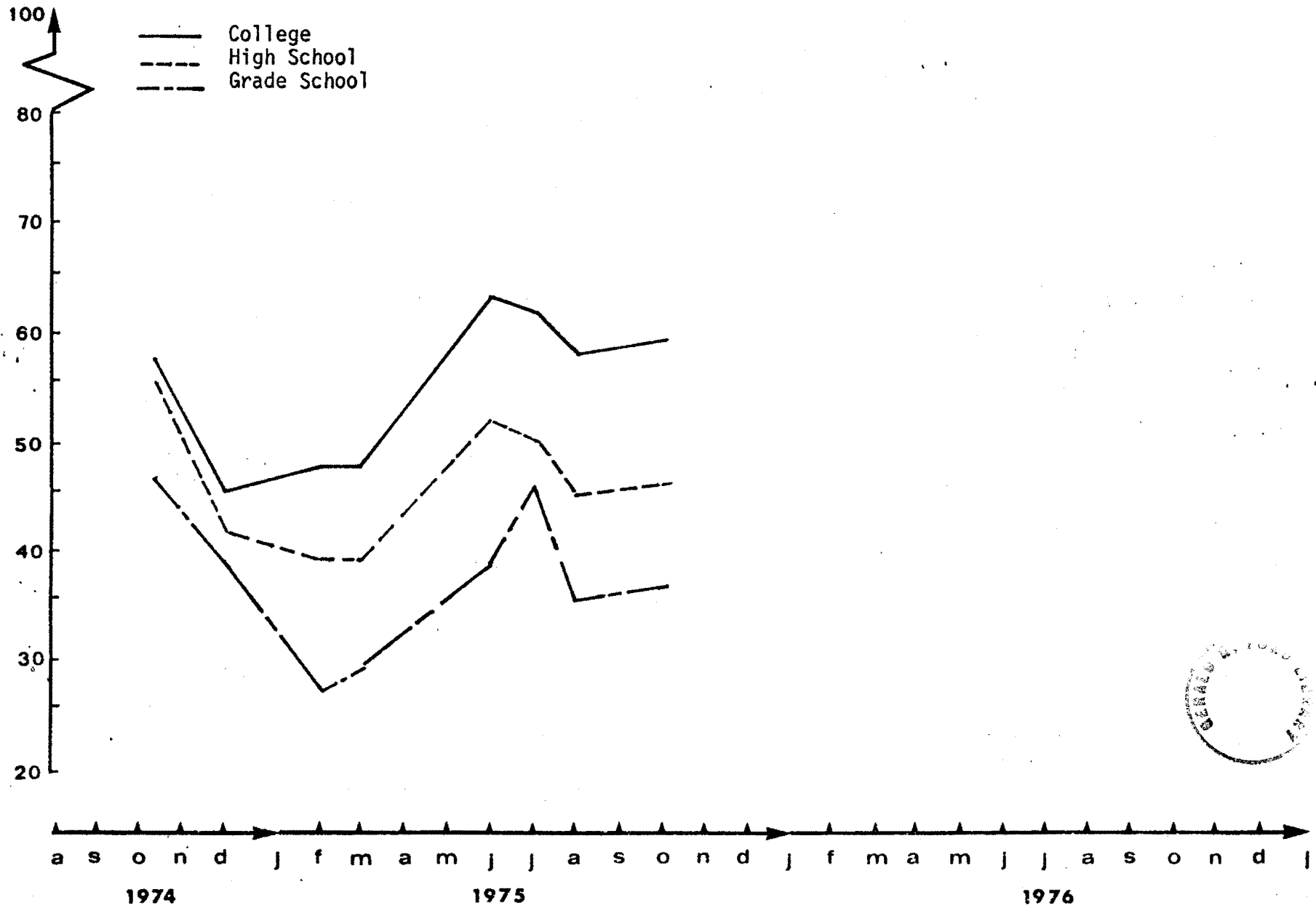
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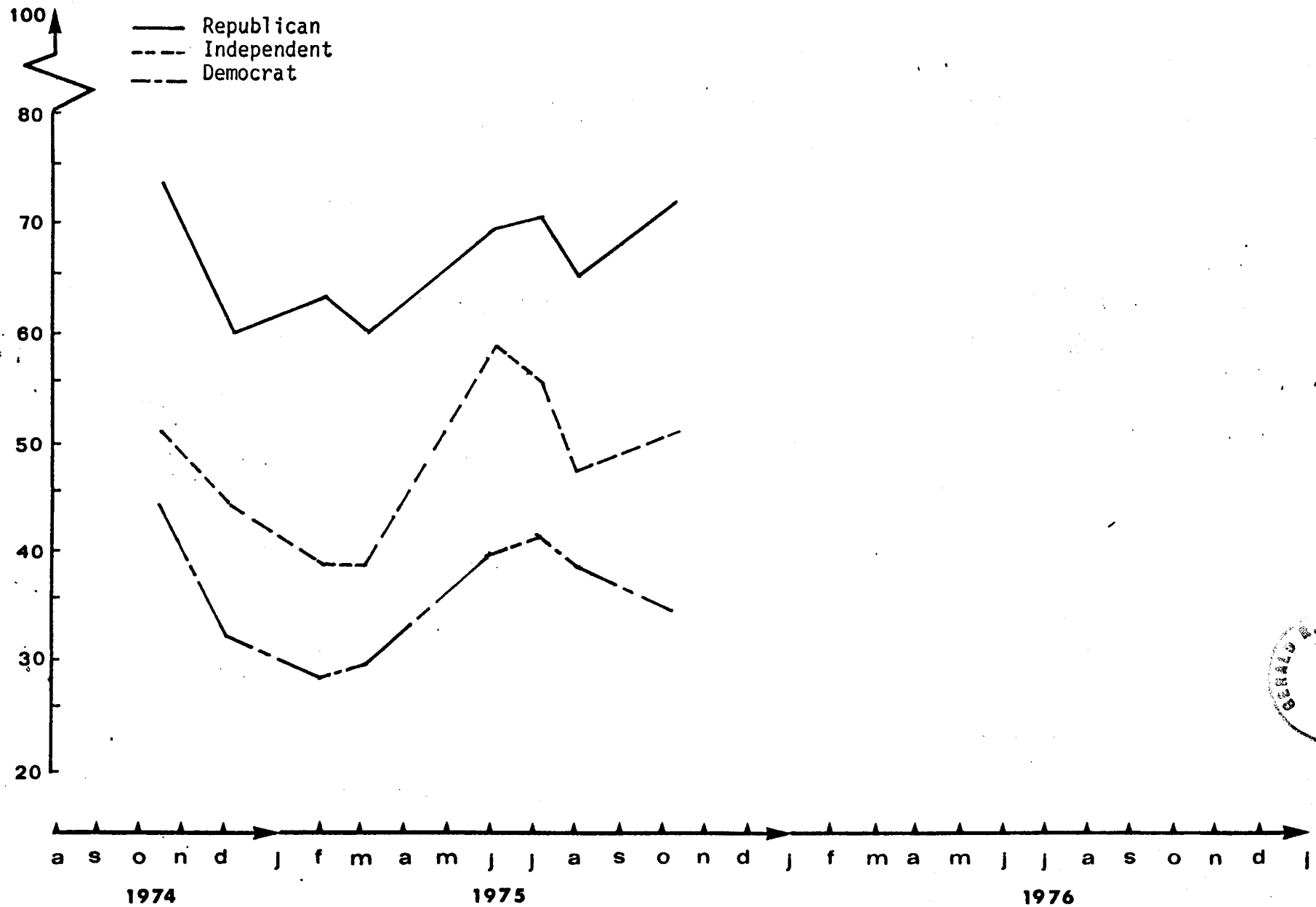
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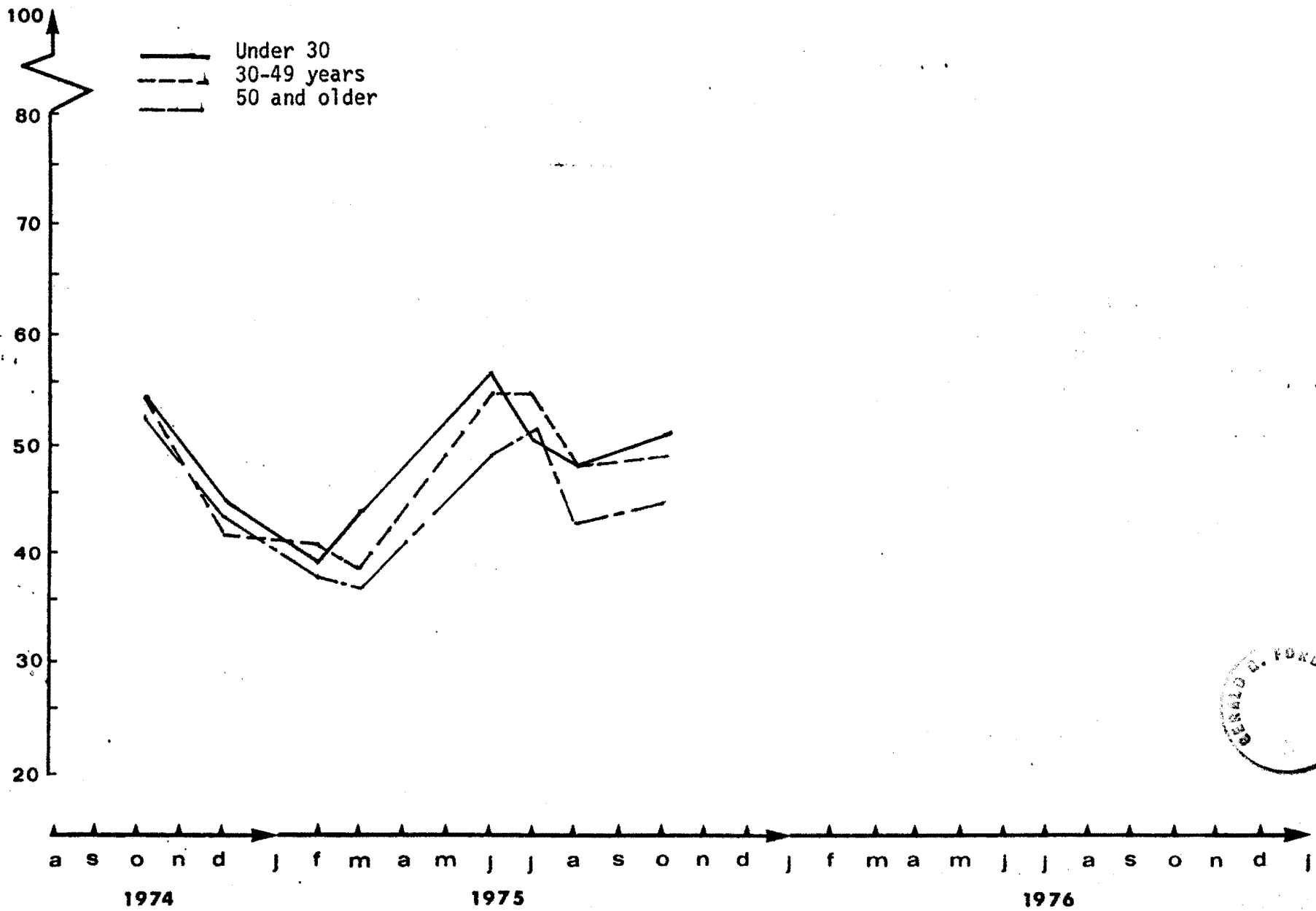
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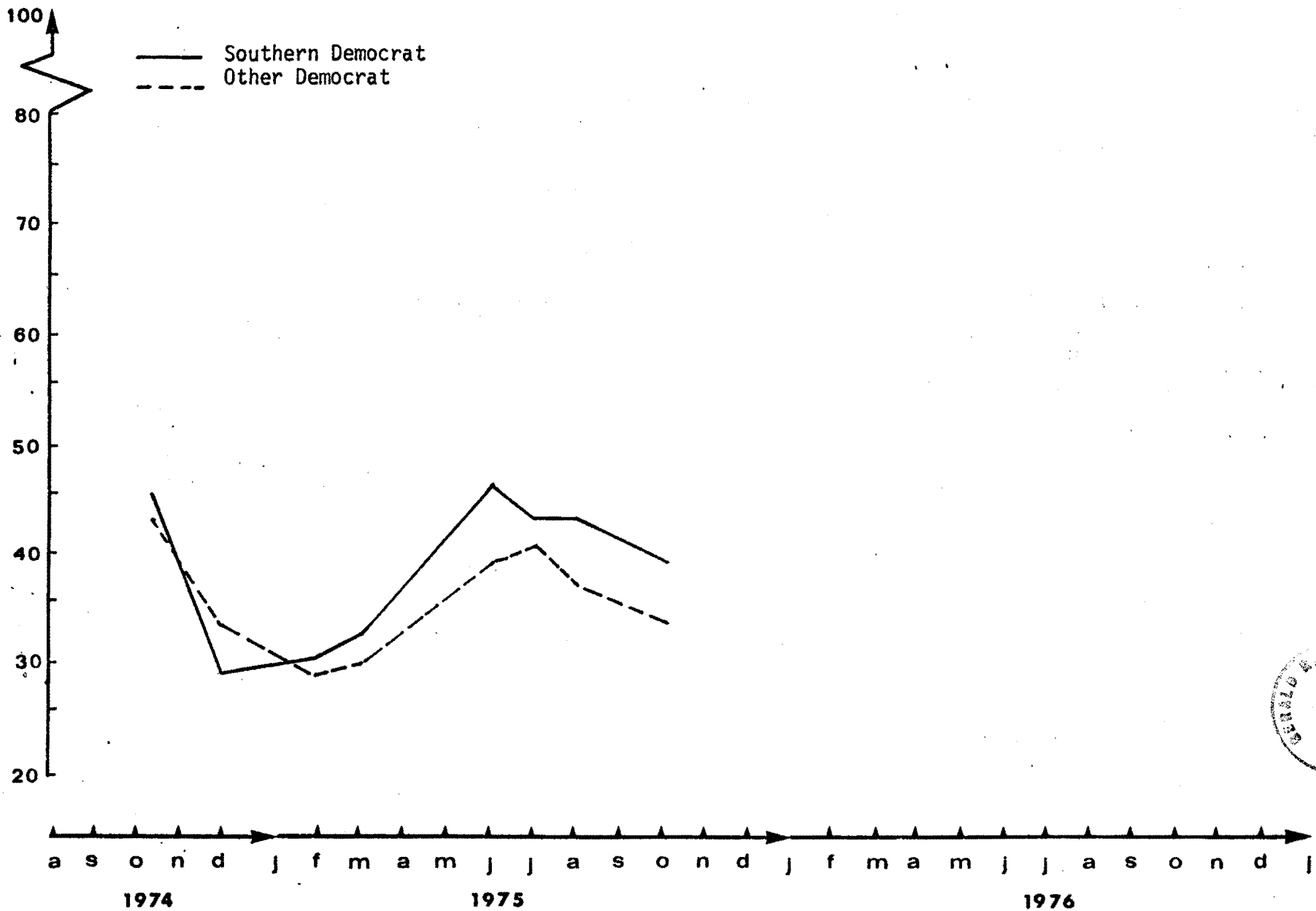
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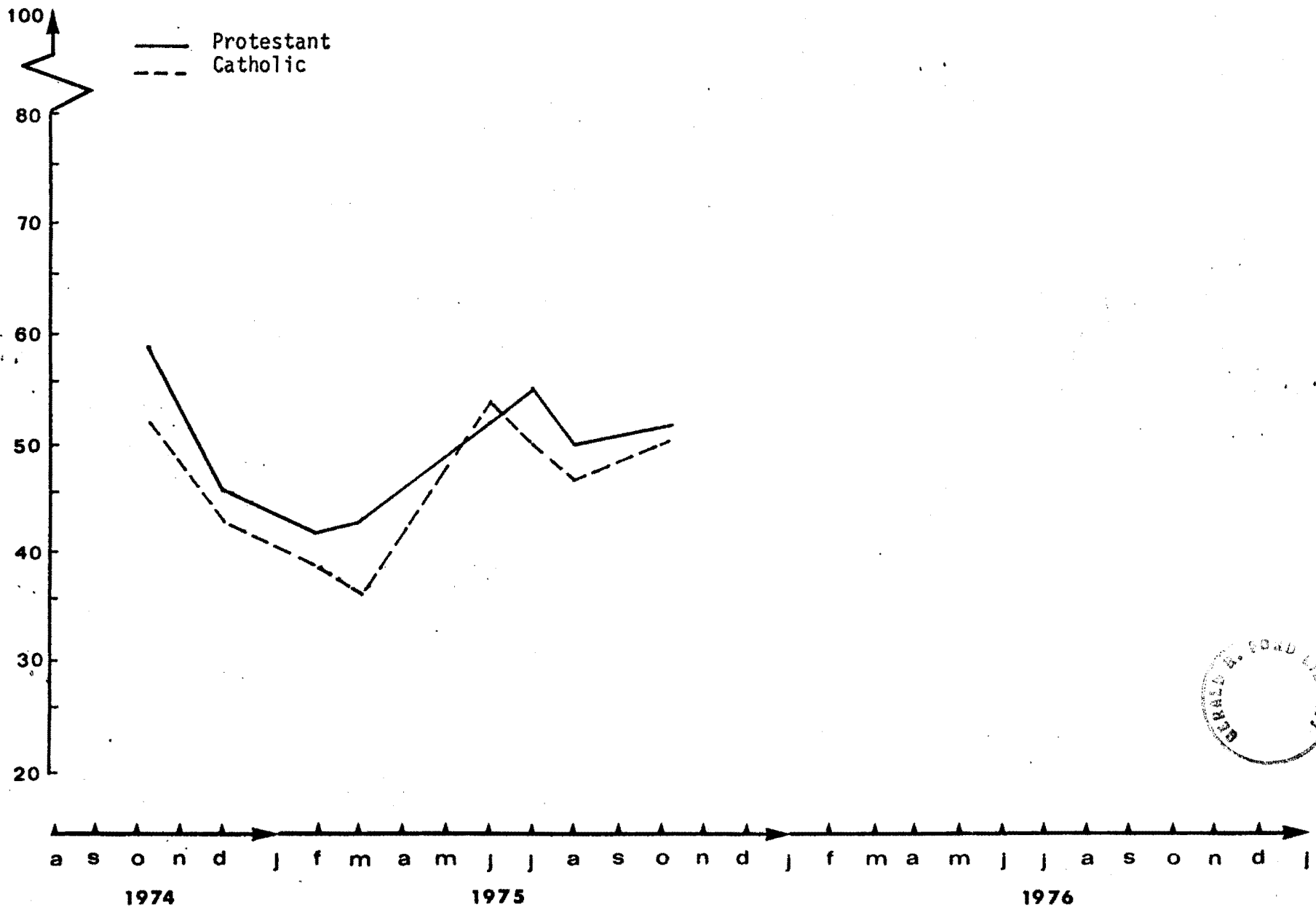
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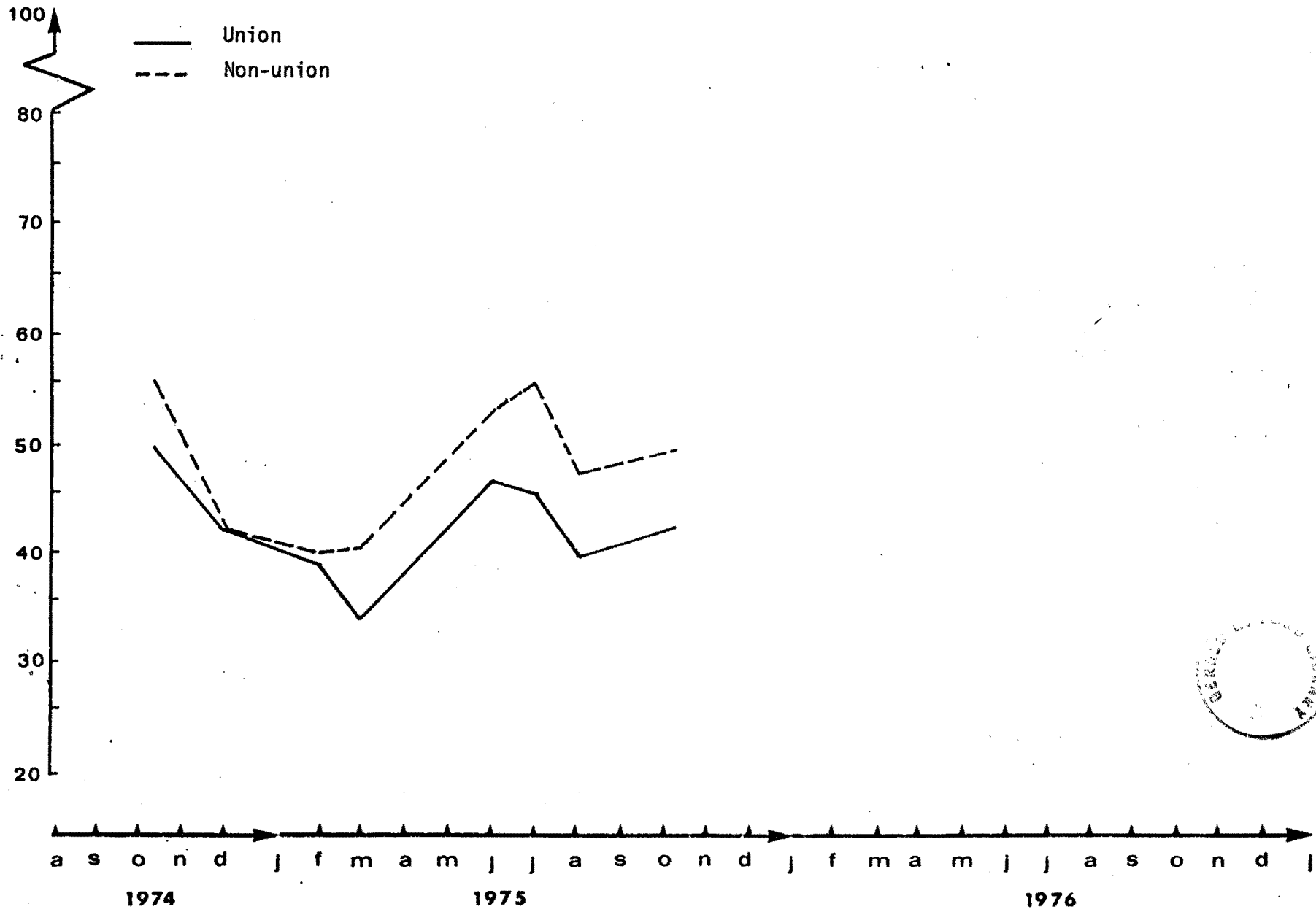
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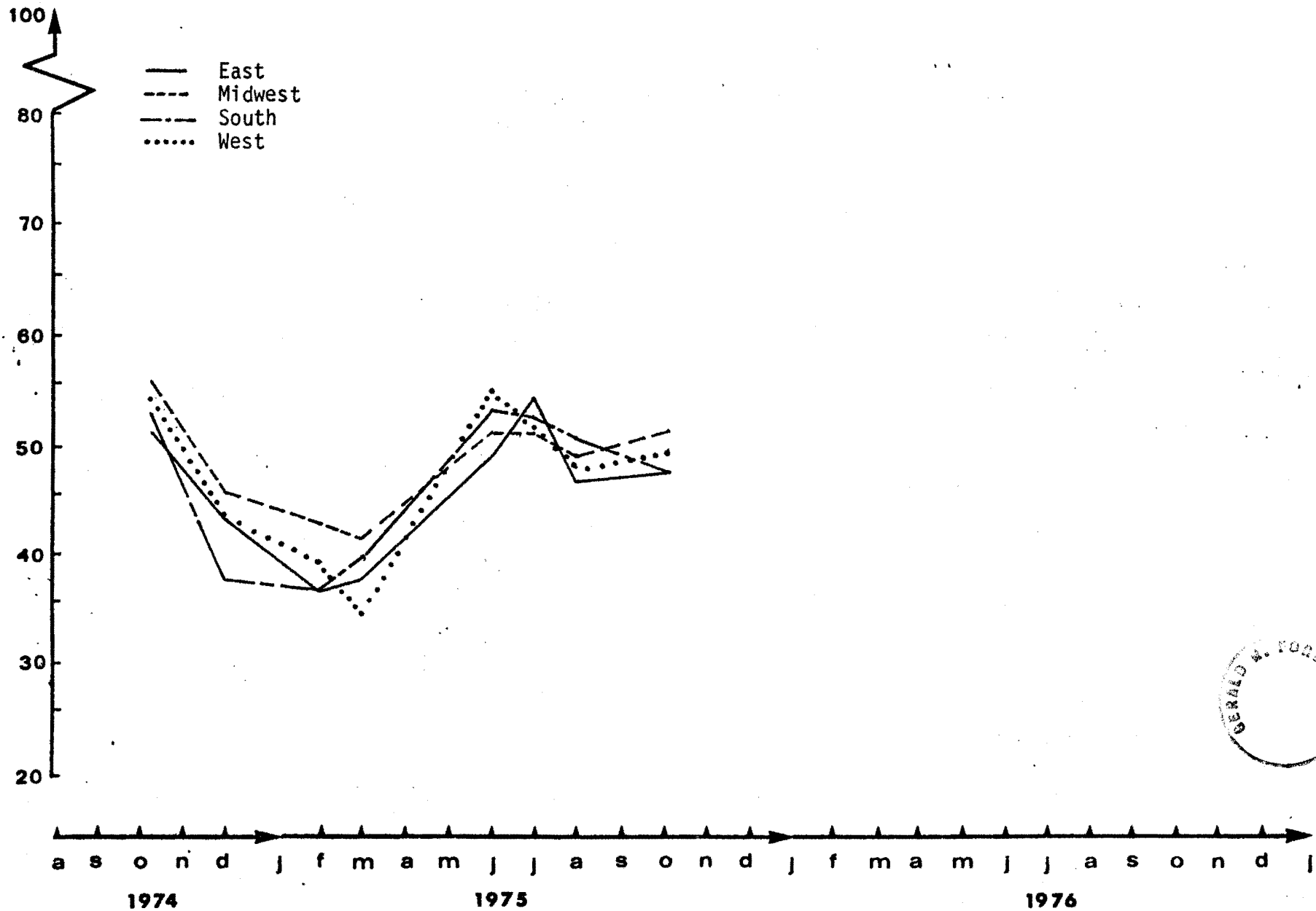
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