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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MEMORANDUM FOR: BO CALLAWAY
FROM: BOB TEETER FRED STEEPER
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

- Male
- Female

source: Gallup opinion index
ford approval rating

source: gautip opinion index
ford approval rating

College
High School
Grade School

source: gallup opinion index
ford approval rating

- Republican
- Independent
- Democrat

Source: Gallup opinion index
ford approval rating

- Under 30
- 30-49 years
- 50 and older

source: gallup opinion index
ford approval rating

Southern Democrat
Other Democrat

source: gallup opinion index
ford approval rating

- Protestant
- Catholic

source: Gallup Opinion Index
ford approval rating

Union
Non-union

source: Gallup opinion index
ford approval rating

- East
- Midwest
- South
- West

Source: Gallup Opinion Index