

**The original documents are located in Box 63, folder “4/19/76 - To Dick Cheney - Ford's Approval Rating and Economic Optimism” of the Robert Teeter Papers at the Gerald R. Ford Presidential Library.**

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MARKET OPINION RESEARCH

April 19, 1976

MEMORANDUM FOR: Dick Cheney  
FROM: Bob Teeter and Fred Steeper  
SUBJECT: PRESIDENT FORD'S APPROVAL RATING AND  
ECONOMIC OPTIMISM

So far there is remarkable little correlation between the public's economic optimism and President Ford's approval rating. The negative relationship during his first six months is meaningless because of the honeymoon/pardon effects, but after January, 1975, things should move more in tandem and they don't.

Conclusion: Ford has not benefited from the economic turnaround. Evidently, the boost from a perceived growing economy is not automatic; it requires some PR to link things together. Again, we have evidence that our PR is not doing the job.

The last reading may reflect the public's beginning to give Ford some credit. A couple more readings are needed to confirm whether or not their perceptions of Ford are finally being influenced by their economic outlook. But so far that has not been the case. The sad part is -- look what has been happening to the public's optimism! If we had hooked-on to that rise, Ford would be in great shape.



Do you approve or disapprove of the way Gerald Ford is handling his job as President?  
Will economic conditions get better (or worse) during the next six months?

