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[11/11/75]

THE WHITE HOUSE  
WASHINGTON

Drink Cherry

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# PATRICK J. BUCHANAN THE DIVIDING LINE



*To Duke -  
This will be  
a major*

special feature-

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FOR RELEASE: Nov. 11, 1975 and thereafter

A Lousy Bargain with Big Labor

By PATRICK J. BUCHANAN

*Tough Party*

*issue in  
the summaries -  
Jerry*

WASHINGTON -- Big Labor is within match point of a major victory.

The 94th Congress is on the verge of upsetting a 25-year-old Supreme Court decision which denies a single union the right to shut down an entire construction project, over a single quarrel with a subcontractor.

The "common situs" picketing bill is the legislation involved. If enacted, one union, with one gripe against one employer, could halt work on the Alaska pipeline.

This powerful new economic weapon which Congress is about to hand over to the construction unions would more than compensate the latter for their heavy investment in money and manpower in electing it to office.

"It's collection time for organized labor," said one writer for the Washington Star, "time to call in the chits from last year's Democratic landslide, time to remind old friends and new ones that another election is nearing and that nothing comes free."

House Democrats passed the measure with all the dissent one might anticipate from the Byelorussian delegation at the UN, when voting instructions arrived from the Kremlin. Passage in the Senate seems assured.

Which leaves the country one hope of rescue from the worst piece of labor legislation in a decade: the President.

Customarily, one would expect Mr. Ford to ship that bill back to Congress with the sort of sarcastic veto it deserves. But there are reports that Mr. Ford has been sold a bill of goods by Labor Secretary John T. Dunlop.

If the White House will roll over for the "common situs" bill, it is reported Labor will go along with Mr. Dunlop's collective bargaining reform. If the President bought that, Mr. Dunlop has sold him a lemon.

With this leverage the construction unions will be able to force contractors to fire all non-union employes. Thousands of individual workers will either be forced into unions, or out of jobs. Strikes will be costlier. Consumers will pay more for their homes, and businessmen higher rents for office space, because construction costs, already high, will be rising.

For 20 years, Congressman Ford opposed this kind of legislation. And with sound reason. Even the FDR-Truman, pro-labor Supreme Court found such a labor practice, now being legalized by Congress, to be an illegal secondary boycott. If carpenters have a gripe with the contractors, why should they take plumbers, plasterers and brick-layers off the job with them?

At issue is fundamental question of equity in society.

There was a time when men of conscience could and did fight to increase the power of organized labor.

That was the day of the Homestead Strike when Henry Clay Frick sent his Pinkertons out after the steel workers, and Andrew Carnegie, the great pacifist, was yelling for federal troops to lend a hand. That was the day when, in a comment typical of the era, the President of the Philadelphia and Reading Railroad announced that "the rights and interests of the laboring man will be protected and cared for, not by the labor agitators but by the Christian men to whom God in his infinite wisdom has given control of the property interests of the country."

That day, however, was long ago.

Today, the "Lions in the Street" are tabby cats alongside George Meany. The Congress which prays five times a day in the direction of AFL-CIO headquarters ripped the depletion allowance off the oil industry like a 12-year-old snatching candy from a five-year-old.

In 1975, unionized cops are walking off their jobs leaving citizens terrified and defenseless. Sanitation workers earning 17 grand per year are leaving city streets piled high with garbage. And Luddite printers, making princely sums featherbedding, are smashing presses to protest the pace of labor negotiations.

It is not Big Labor, but small business, consumers and non-union workers who need friends in the White House and on Capitol Hill. Yet, it is their interests being sold out here.

One can understand the President's temptation. After all, the building trades, the hard hats, were helpful to the GOP in '72; and signing this bill for them may buy their political neutrality in '76. But it is a rotten bargain, Mr. President; the asking price is much too high. As much as any this year, it deserves a veto.

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Special Features

Sindlinger's Economic Service

Post Office Box 646, Media, Pennsylvania 19063 (215) 565-2800

THE PRESIDENT HAS SEEN...

Saturday --- November 1, 1975

Issue PC-140

CLIENT FLASH:

On Wednesday, noon, October 29th, President Ford, appearing before the National Press Club received wide television and press coverage on his veto stand concerning New York City.

Based upon the first two days of interviewing following this wide coverage --- it is clear that Ford made a strike with over 7 in 10 of the U.S. public. These data will be reported next Saturday.



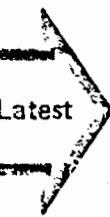
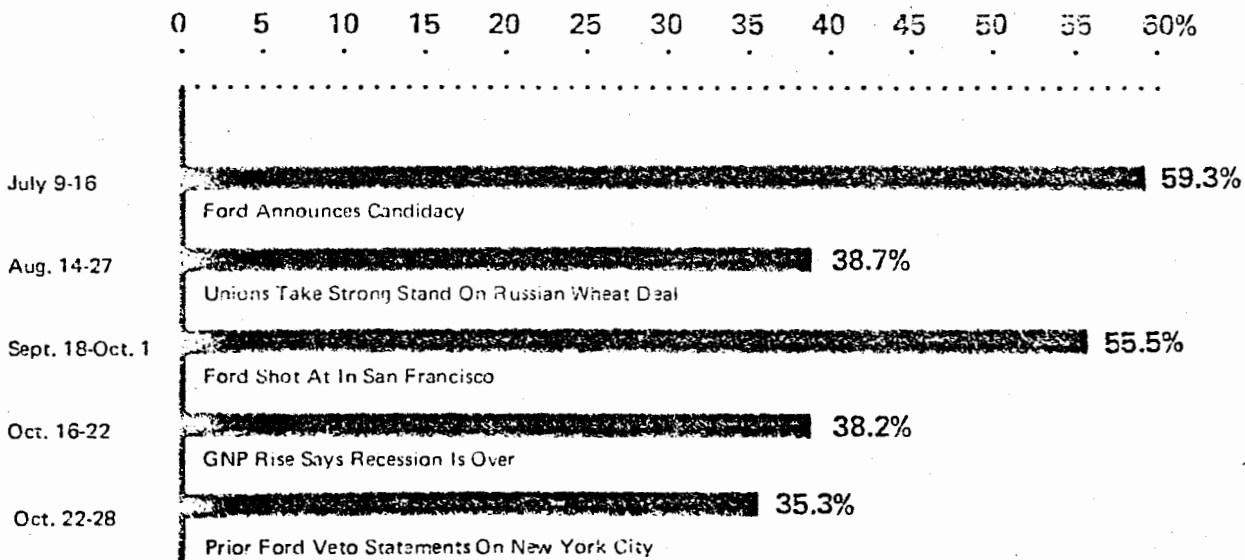
This report concerns Ford's Ratings prior to Wednesday.

THE RECENT RISE & FALL IN PRESIDENT FORD'S RATINGS

President Ford has lost considerable popularity since reaching a peak of public approval last July as the twin problems of inflation and recession continue to plague the American consumers.

Continuous surveys by Sindlinger & Company for mid-October show that less than two of every five Americans are giving Ford a positive rating on his performance in office. The ratio was about three in five at Ford's popularity peak last July.

RECENT TREND IN FORD'S POSITIVE RATINGS



The decline has not been in a straight line and was interrupted at two points in time as the President gained a sympathy-style support after twice being the target of assassination attempts.

However, the trend of findings clearly shows that Presidential popularity rides with the economy and that economic affairs will, in the long run, consistently wash out any short-term aberrations caused by temporary events.

- OVER -

TABLE A

	TOTAL			MALE			FEMALE		
	Sample	%	Prof. (000)	Sample	%	Prof. (000)	Sample	%	Prof. (000)
BASE---ALL ADULTS 18 YEARS & OLDER.....	1135	100.0	147982	544	100.0	71594	591	100.0	76388
<u>QUESTION 21</u>									
HOW WOULD YOU RATE THE OVERALL KIND OF JOB PRESIDENT FORD IS DOING AS PRESIDENT --- EXCELLENT --- PRETTY GOOD --- ONLY FAIR --- OR POOR?									
			38.2%						
1. EXCELLENT.....	29	2.6	3781	14	2.6	1842	15	2.5	1939
2. PRETTY GOOD.....	404	35.6	52668	191	35.1	25137	213	36.0	27531
3. FAIR.....	401	35.3	52249	178	32.7	23426	223	37.7	28823
4. POOR.....	213	18.8	27811	119	21.9	15661	94	15.9	12150
5. NO OPINION.....	39	3.4	5088	20	3.7	2632	19	3.2	2456
6. CAN'T RATE HASN'T BEEN IN OFFICE LONG ENOUGH..		.0			.0			.0	
7. DOING NOTHING/CAN'T RATE.....	49	4.3	6325	22	4.0	2895	27	4.6	3490
<u>QUESTION 22</u>	1135	100.0	147982	544	100.0	71594	591	100.0	76388
NOW THINKING OF PRESIDENT FORD --- ONLY ON AN INTERNATIONAL BASIS --- HOW DO YOU RATE HIM? EXCELLENT --- PRETTY GOOD --- FAIR --- OR POOR?									
			42.9%						
1. EXCELLENT.....	34	3.0	4430	15	2.8	1974	19	3.2	2456
2. PRETTY GOOD.....	453	39.9	59003	192	35.3	25268	261	44.2	33735
3. FAIR.....	415	36.6	54139	212	39.0	27901	203	34.3	26238
4. POOR.....	149	13.2	19464	87	16.0	11450	62	10.5	8014
5. NO OPINION.....	40	3.5	5213	18	3.3	2369	22	3.7	2844
6. CAN'T RATE HASN'T BEEN IN OFFICE LONG ENOUGH..		.0			.0			.0	
7. DOING NOTHING/CAN'T RATE.....	44	3.9	5734	20	3.7	2632	24	4.1	3102
<u>QUESTION 23</u>	1135	100.0	147982	544	100.0	71594	591	100.0	76388
AND, THINKING OF PRESIDENT FORD --- ONLY ON A DOMESTIC BASIS --- HOW DO YOU RATE HIM? EXCELLENT --- PRETTY GOOD --- FAIR --- OR POOR?									
			34.1%						
1. EXCELLENT.....	31	2.7	4038	13	2.4	1711	18	3.0	2327
2. PRETTY GOOD.....	357	31.4	46539	168	30.9	22110	189	32.0	24429
3. FAIR.....	424	37.4	55316	218	40.1	28690	206	34.9	26626
4. POOR.....	226	19.9	29451	102	18.8	13424	124	21.0	16027
5. NO OPINION.....	39	3.4	5088	20	3.7	2632	19	3.2	2456
6. CAN'T RATE HASN'T BEEN IN OFFICE LONG ENOUGH..		.0			.0			.0	
7. DOING NOTHING/CAN'T RATE.....	58	5.1	7551	23	4.2	3027	35	5.9	4524

This is also affirmed by the fact that even during the assassination attempts Ford continued to draw rather low marks on his official performance on the home front.

For the period of October 16-22nd, Sindlinger's continuous daily telephone surveys found the public's rating of the President's overall job in office broke down, as shown by Table A.

See chart on left page for overall, international and domestic ratings.

The public showed a negative majority as more than 54% rated the President's performance as fair or poor. Only 38.2% rated his job in office as being positive, excellent or pretty good.

**THE PEAK WAS DURING MID-JULY**

The President's peak of popularity was for July 9-16 when Sindlinger surveys produced the breakdown as shown by Table B.

SINDLINGER & COMPANY INC. OF SWARTHMORE IN PENNSYLVANIA  
FOR NEWS & ISSUES AND POLITICAL CONFIDENCE REPORTS  
8 DAYS --- JULY 9-16, 1975

**TABLE B**

	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE --- ALL ADULTS 18 YEARS & OLDER.....	1303	100.0	147110	642	100.0	71151	661	100.0	75959
<b>QUESTION</b>									
HOW WOULD YOU RATE THE OVERALL KIND OF JOB PRESIDENT FORD IS DOING AS PRESIDENT--- EXCELLENT---PRETTY GOOD--- ONLY FAIR --- OR POOR?									
1. EXCELLENT.....	133	10.6	15525	57	9.9	6317	81	12.3	9308
2. PRETTY GOOD.....	635	48.7	71688	314	48.9	34800	321	48.5	35888
3. FAIR.....	388	29.7	43755	201	31.3	22275	187	28.3	21489
4. POOR.....	112	8.6	12541	56	8.7	6205	56	8.5	6435
5. NO OPINION.....	27	2.1	3050	13	2.0	1441	14	2.1	1509
6. CAN'T RATE HASN'T BEEN IN OFFICE LONG ENOUGH...	1	.1	115		.0		1	.2	115
7. DOING NOTHING/CAN'T RATE.....	2	.2	226	1	.2	111	1	.2	115

The President commanded a positive majority at this point in time and it was the highest degree of approval he had ever received --- even higher than his first few weeks in office.

There were 59.3% rating him pretty good and excellent and 38.3% assessing him as fair or poor. This is almost the reverse of mid-October.

Two things were going for the President at the time. He had just announced his candidacy for re-election. But probably more important was the fact that confidence, as measured by Household Money Supply trends, was at the highest level in nearly two years. Confidence was at 56.3% at the time --- a level almost equal to the President's rating.

Confidence started turning down at that point and it is not accidental that Presidential popularity sank with it.

During the October 16-22nd survey, the public rated the President on domestic issues as shown on page 2240.

For July 9-16th, Ford fared this way on domestic issues:

SINDLINGER & COMPANY INC. OF SWARTHMORE IN PENNSYLVANIA  
FOR NLWS & ISSUES AND POLITICAL CONFIDENCE REPORTS  
8 DAYS --- JULY 9-16, 1975

TABLE C

	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE --- ALL ADULTS 18 YEARS & OLDER.....	1303	100.0	147110	642	100.0	71151	661	100.0	75959
<b>QUESTION</b>									
AND, THINKING OF PRESIDENT FORD --- ONLY ON A DOMESTIC BASIS --- HOW DO YOU RATE HIM? EXCELLENT --- PRETTY GOOD --- FAIR --- OR POOR?									
1. EXCELLENT.....	114	8.7	12871	56	8.7	6206	58	8.8	6655
2. PRETTY GOOD.....	404	31.0	45641	192	29.9	21279	212	32.1	24352
3. FAIR.....	573	43.9	64595	305	47.7	33913	267	40.4	30682
5. POOR.....	173	13.3	19562	78	12.1	8645	95	14.4	10917
6. NO OPINION.....	27	2.1	3070	8	1.2	837	19	2.9	2183
7. CAN'T RATE HASN'T BEEN IN OFFICE LONG ENOUGH...	4	.3	460		.0		4	.6	460
8. DOING NOTHING/CAN'T RATE.....	8	.6	911	2	.3	222	6	.9	689

During July, the President got approval from two of every five consumers on handling of domestic affairs. This coincided with the nationwide confidence peak. It was his highest rating on domestic affairs since his early days in office. It hasn't been that high since.

By October, the positive rating had slipped to around one in three.

Although Ford's rating on international affairs has consistently been higher than on both domestic matters and overall performance, that too has suffered from economic fallout.

For the October 16-22nd survey on Ford's rating on international affairs, see page 2240.



In July, the President got these very high marks on international affairs:

SINDLINGER & COMPANY INC. OF SWARTHMORE IN PENNSYLVANIA  
 FOR PLWS & ISSUES AND POLITICAL CONFIDENCE REPORTS  
 8 DAYS --- JULY 9-16, 1975



	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE --- ALL ADULTS 18 YEARS OLDER.....	1303	100.0	147110	642	100.0	71151	661	100.0	75959

QUESTION

HOW THINKING OF PRESIDENT FORD --- ONLY ON AN INTERNATIONAL BASIS --- HOW DO YOU RATE HIM? EXCELLENT --- PRETTY GOOD --- FAIR --- OR POOR? 70.9%

1. EXCELLENT.....	201	15.4	22665	106	16.5	11748	95	14.4	10917
2. PRETTY GOOD.....	723	55.5	81714	335	52.2	37127	388	58.7	44537
3. FAIR.....	282	21.6	31768	156	24.3	17239	126	19.1	14479
4. POOR.....	75	5.8	8578	38	5.9	4211	38	5.7	4367
5. NO OPINION.....	18	1.4	2040	7	1.1	775	11	1.7	1264
6. CAN'T RATE HASN'T BEEN IN OFFICE LONG ENOUGH...	1	.1	115		.0		1	.2	115
7. DOING NOTHING/CAN'T RATE.....	2	.2	230		.0		2	.3	230

Thus, in July, with confidence doing comparatively well, the President got a positive rating from seven of ten American consumers. In October, with no discernible change in the international situation (except ostensibly for the better), Ford was approved by only a little better than two in five.

The President slipped only a bit during the latter half of July according to Sindlinger surveys for July 17-30th, see Table D, next page.

The overall performance rating was only about two points below July 9-16th and still showed a comfortable majority. The positive rating on international matters showed a similar smallish decline but the rating on economic affairs proved to be a soft spot. The positive reaction was now down to about one in three consumers.

During the first half of his time in office, the decline in Presidential popularity accelerated a bit and now he had no more than a bare majority rating him positively overall. The findings are shown by Table E.

	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE---ALL ADULTS 18 YEARS & OLDER.....	2273	100.0	147110	1119	100.0	71151	1154	100.0	75959

QUESTION 21

HOW WOULD YOU RATE THE OVERALL KIND OF JOB  
 PRESIDENT FORD IS DOING AS PRESIDENT ---  
 EXCELLENT --- PRETTY GOOD --- ONLY FAIR ---  
 OR POOR?

1. EXCELLENT.....	157	6.9	10179	69	6.2	4387	28	7.5	5792
2. PRETTY GOOD.....	1148	50.5	74261	582	52.0	37006	566	49.0	37255
3. FAIR.....	608	26.8	39391	281	25.1	17867	327	28.3	21524
4. POOR.....	253	11.5	16909	144	12.9	9156	119	10.3	7833
5. NO OPINION.....	73	3.2	4729	34	3.0	2162	39	3.4	2567
6. CAN'T RATE HASN'T BEEN IN OFFICE LONG ENOUGH..	8	.4	520	3	.3	191	5	.4	329
7. DOING NOTHING/CAN'T RATE.....	16	.7	1040	6	.5	382	10	.9	658

QUESTION 22

NOW THINKING OF PRESIDENT FORD --- ONLY ON  
 AN INTERNATIONAL BASIS --- HOW DO YOU  
 RATE HIM? EXCELLENT --- PRETTY GOOD ---  
 FAIR --- OR POOR?

1. EXCELLENT.....	325	14.3	20996	177	15.8	11254	148	12.8	9742
2. PRETTY GOOD.....	1201	52.9	77807	557	49.8	35417	644	55.8	42390
3. FAIR.....	464	20.4	30036	226	20.2	14370	238	20.6	15666
4. POOR.....	173	7.6	11139	111	9.9	7053	62	5.4	4081
5. NO OPINION.....	86	3.8	5575	38	3.4	2416	48	4.2	3159
6. CAN'T RATE HASN'T BEEN IN OFFICE LONG ENOUGH..	9	.4	586	3	.3	191	6	.5	395
7. DOING NOTHING/CAN'T RATE.....	15	.7	972	7	.6	445	8	.7	527

QUESTION 23

AND, THINKING OF PRESIDENT FORD --- ONLY ON  
 A DOMESTIC BASIS --- HOW DO YOU RATE HIM?  
 EXCELLENT --- PRETTY GOOD --- FAIR --- OR  
 POOR?

1. EXCELLENT.....	135	5.9	8747	62	5.5	3942	73	6.3	4805
2. PRETTY GOOD.....	628	27.7	40712	279	24.9	17740	349	30.2	22972
3. FAIR.....	951	41.8	61457	509	45.5	32364	442	38.3	29093
4. POOR.....	420	18.5	27166	214	19.1	13607	206	17.9	13559
5. NO OPINION.....	92	4.1	5964	41	3.7	2607	51	4.4	3357
6. CAN'T RATE HASN'T BEEN IN OFFICE LONG ENOUGH..	8	.4	522	2	.2	127	6	.5	395
7. DOING NOTHING/CAN'T RATE.....	39	1.7	2540	12	1.1	763	27	2.3	1777

	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE---ALL ADULTS 18 YEARS & OLDER.....	2280	100.0	147110	1130	100.0	71151	1150	100.0	75959

QUESTION 21

HOW WOULD YOU RATE THE OVERALL KIND OF JOB PRESIDENT FORD IS DOING AS PRESIDENT --- EXCELLENT --- PRETTY GOOD --- ONLY FAIR --- OR POOR?

1. EXCELLENT.....	131	5.8	8468	60	5.3	3778	71	6.2	4690
2. PRETTY GOOD.....	1032	45.2	66495	541	47.9	34064	491	42.7	32431
3. FAIR.....	730	32.1	47221	323	28.6	20328	407	35.4	25883
4. POOR.....	277	12.1	17815	156	13.8	9823	121	10.5	7992
5. NO OPINION.....	80	3.5	5173	36	3.2	2257	44	3.8	2905
6. CAN'T RATE HASN'T BEEN IN OFFICE LONG ENOUGH..	5	.2	324	2	.2	126	3	.3	198
7. DOING NOTHING/CAN'T RATE.....	25	1.1	1615	12	1.1	756	13	1.1	859

51.0%

QUESTION 22

HOW THINKING OF PRESIDENT FORD --- ONLY ON AN INTERNATIONAL BASIS --- HOW DO YOU RATE HIM? EXCELLENT --- PRETTY GOOD --- FAIR --- OR POOR?

1. EXCELLENT.....	119	6.6	9547	63	5.6	3967	85	7.5	5630
2. PRETTY GOOD.....	933	41.0	60385	402	35.6	25312	531	46.2	35073
3. FAIR.....	886	38.8	57012	489	43.3	30790	397	34.5	25222
4. POOR.....	291	12.7	12232	129	11.3	8060	73	6.3	4822
5. NO OPINION.....	79	3.5	5122	31	2.7	1952	48	4.2	3170
6. CAN'T RATE HASN'T BEEN IN OFFICE LONG ENOUGH..	5	.2	324	2	.2	126	3	.3	198
7. DOING NOTHING/CAN'T RATE.....	27	1.2	1737	15	1.3	944	12	1.0	793

47.6%

QUESTION 23

AND, THINKING OF PRESIDENT FORD --- ONLY ON A DOMESTIC BASIS --- HOW DO YOU RATE HIM? EXCELLENT --- PRETTY GOOD --- FAIR --- OR POOR?

1. EXCELLENT.....	145	6.4	9359	71	6.3	4471	74	6.4	4838
2. PRETTY GOOD.....	597	26.2	38585	275	24.3	17316	322	28.0	21259
3. FAIR.....	1039	45.4	66831	582	51.5	35646	457	39.7	30185
4. POOR.....	367	16.2	23815	138	12.2	8689	229	19.9	15126
5. NO OPINION.....	93	4.1	6007	44	3.9	2770	49	4.3	3237
6. CAN'T RATE HASN'T BEEN IN OFFICE LONG ENOUGH..	4	.2	258	2	.2	126	2	.2	132
7. DOING NOTHING/CAN'T RATE.....	35	1.5	2256	18	1.6	1133	17	1.5	1123

32.6%

Ironically, the rating on international matters was the biggest drain on Ford's popularity. It dropped from nearly 7 in 10 to less than a majority. The low rating on domestic affairs showed no change, although HHS confidence was on a downgrade. Apparently, the President's handling of international matters was suffering in the public's view from the nation's domestic woes.

This was a virtual repeat of the prior two weeks.

The result was that a positive overall majority had turned to a negative one was 57% rated the President fair or poor and less than two in five rated him positively.

5 - DAYS --- AUGUST 28 - SEPTEMBER 4, 1975 --- FORD SAYS RECOVERY WELL ON WAY

TABLE G

	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE---ALL ADULTS 18 YEARS & OLDER.....	815	100.0	147110	404	100.0	71151	411	100.0	75959
<u>QUESTION 21</u>									
HOW WOULD YOU RATE THE OVERALL KIND OF JOB PRESIDENT FORD IS DOING AS PRESIDENT --- EXCELLENT --- PRETTY GOOD --- ONLY FAIR --- OR POOR?									
1. EXCELLENT.....	42	5.2	7598	20	5.0	3522	22	5.4	4066
2. PRETTY GOOD.....	332	40.7	59871	171	42.3	30116	161	39.2	29755
3. FAIR.....	220	27.1	39894	88	21.8	15498	132	32.1	24396
4. POOR.....	148	18.1	26596	87	21.5	15322	61	14.8	11274
5. NO OPINION.....	47	5.8	8460	26	6.4	4579	21	5.1	3881
6. CAN'T RATE HASN'T BEEN IN OFFICE LONG ENOUGH..		.0			.0			.0	
7. DOING NOTHING/CAN'T RATE.....	26	3.2	4700	12	3.0	2113	14	3.4	2587
<u>QUESTION 22</u>									
HOW THINKING OF PRESIDENT FORD --- ONLY ON AN INTERNATIONAL BASIS --- HOW DO YOU RATE HIM? EXCELLENT --- PRETTY GOOD --- FAIR --- OR POOR?									
1. EXCELLENT.....	55	6.8	9939	26	6.4	4579	29	7.1	5350
2. PRETTY GOOD.....	389	47.8	70258	188	46.5	33110	201	48.9	37148
3. FAIR.....	193	23.7	34825	97	24.0	17083	96	23.4	17742
4. POOR.....	88	10.8	15847	48	11.9	8454	40	9.7	7393
5. NO OPINION.....	64	7.9	11559	31	7.7	5460	33	8.0	6099
6. CAN'T RATE HASN'T BEEN IN OFFICE LONG ENOUGH..		.0			.0			.0	
7. DOING NOTHING/CAN'T RATE.....	26	3.2	4684	14	3.5	2466	12	2.9	2218
<u>QUESTION 23</u>									
AND, THINKING OF PRESIDENT FORD --- ONLY ON A DOMESTIC BASIS --- HOW DO YOU RATE HIM? EXCELLENT --- PRETTY GOOD --- FAIR --- OR POOR?									
1. EXCELLENT.....	29	3.6	5247	13	3.2	2290	16	3.9	2957
2. PRETTY GOOD.....	207	25.4	37404	98	24.3	17259	109	26.5	20145
3. FAIR.....	347	42.6	62617	174	43.1	30644	173	42.1	31973
4. POOR.....	156	19.1	28161	77	19.1	13561	79	19.2	14600
5. NO OPINION.....	49	6.0	8803	29	7.2	5107	20	4.9	3596
6. CAN'T RATE HASN'T BEEN IN OFFICE LONG ENOUGH..		.0			.0			.0	
7. DOING NOTHING/CAN'T RATE.....	27	3.3	4877	13	3.2	2290	14	3.4	2587

	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE---ALL ADULTS 18 YEARS & OLDER.....	2277	100.0	147110	1130	100.0	71151	1147	100.0	75959

QUESTION 21

HOW WOULD YOU RATE THE OVERALL KIND OF JOB PRESIDENT FORD IS DOING AS PRESIDENT --- EXCELLENT --- PRETTY GOOD --- ONLY FAIR --- OR POOR?

1. EXCELLENT.....	102	4.5	6601	47	4.2	2959	55	4.8	3642
2. PRETTY GOOD.....	781	34.2	50379	412	36.5	25942	369	32.2	24437
3. FAIR.....	969	42.7	62747	437	38.7	27516	532	46.4	35231
4. POOR.....	326	14.3	20977	188	16.6	11838	138	12.0	9139
5. NO OPINION.....	65	2.9	4207	30	2.7	1889	35	3.1	2318
6. CAN'T RATE HASN'T BEEN IN OFFICE LONG ENOUGH..	3	.1	195	1	.1	63	2	.2	132
7. DOING NOTHING/CAN'T RATE.....	31	1.4	2004	15	1.3	944	16	1.4	1060

38.7%

QUESTION 22

NOW THINKING OF PRESIDENT FORD --- ONLY ON AN INTERNATIONAL BASIS --- HOW DO YOU RATE HIM? EXCELLENT --- PRETTY GOOD --- FAIR --- OR POOR?

1. EXCELLENT.....	114	5.0	7330	52	4.6	3274	62	5.4	4106
2. PRETTY GOOD.....	906	39.9	50673	407	36.0	25627	499	43.5	33046
3. FAIR.....	949	41.6	61237	494	43.7	31105	455	39.7	30132
4. POOR.....	297	9.0	13281	131	11.6	8248	76	6.6	5033
5. NO OPINION.....	71	3.1	4595	33	2.9	2078	38	3.3	2517
6. CAN'T RATE HASN'T BEEN IN OFFICE LONG ENOUGH..	2	.1	132		.0		2	.2	132
7. DOING NOTHING/CAN'T RATE.....	28	1.2	1812	13	1.2	819	15	1.3	993

44.9%

QUESTION 23

AND, THINKING OF PRESIDENT FORD --- ONLY ON A DOMESTIC BASIS --- HOW DO YOU RATE HIM? EXCELLENT --- PRETTY GOOD --- FAIR --- OR POOR?

1. EXCELLENT.....	147	6.5	9507	70	6.2	4408	77	6.7	5099
2. PRETTY GOOD.....	588	25.9	33054	272	24.1	17127	316	27.6	20927
3. FAIR.....	1049	45.9	67544	591	52.3	37213	458	39.9	30331
4. POOR.....	375	16.6	24374	141	12.5	8878	234	20.4	15496
5. NO OPINION.....	77	3.4	4932	36	3.2	2267	41	3.6	2715
6. CAN'T RATE HASN'T BEEN IN OFFICE LONG ENOUGH..	2	.1	129	1	.1	63	1	.1	66
7. DOING NOTHING/CAN'T RATE.....	39	1.7	2520	19	1.7	1196	20	1.7	1324

32.4%

As August turned into September, President Ford said the economy was recovering. The President gained in popularity but it's questionable how much this public assurance helped. The Sindlinger findings for August 23-Sept. 4th are shown by Table G.

As far as overall performance is concerned, the President regained some of the positive ratings surrendered the prior month or so. Now nearly 46% rated him good or excellent, giving him a bare lead over the 45.2% who declared his performance to be in the negative.

Ford's handling of international affairs was the big boost and the President moved past a majority in public approval. But the rating on domestic affairs finally eroded a bit falling below 30%. The negatives on domestic affairs held a 2-to-1 edge over the positives.

President Ford moved back to a majority position on public approval for the Sept. 5-17th period when an attempt was made on his life in Sacramento, Calif. It appeared that the President was winning a big sympathy vote. The data for this span is shown by Table H.

Approval of the President was nearly 56% and positive ratings on international affairs were more than 51%. The President even gained a rub off for his domestic affairs performance when the positives rose to two in five. Women played a large role in increasing the Ford rating on international affairs. Both men and women contributed to the rise in approval on domestic matters.

A second assassination effort --- this time in San Francisco --- kept Presidential popularity fairly lofty.

For the surveys taken during September 18-October 1, the President showed virtually no change on overall ratings, slipped to just under a majority on international affairs and actually gained slightly on domestic matters.

The complete breakdown is shown by Table I.

Once the assassination-connected sympathy ebbed, the President's popularity started to dip. The positives on overall performance for October 2-15th fell below a majority --- for a decline of nearly ten points from the previous two weeks.

Both the positives on international and domestic affairs dipped as well. A big shift to the negative side was generated by women on international matters as shown by Table J.

During the entire period, two things were most consistent. Positive ratings on domestic affairs always trailed similar assessments on international matters. And, even during the period when the President was getting a sympathy vote from the assassination attempts, positive ratings on domestic matters never got above 40%.

SINDLINGER & COMPANY, INC. OF SWARTHMORE IN PENNSYLVANIA  
POLITICAL CONFIDENCE SERIES -- FORD RATINGS  
13 - DAYS --- SEPTEMBER 5-17, 1975 --- SACRAMENTO FORD ASSASSINATION ATTEMPT

TABLE H

	Sample	TOTAL %	Proj. (000)	Sample	MALE %	Proj. (000)	Sample	FEMALE %	Proj. (000)
BASE---ALL ADULTS 18 YEARS & OLDER.....	2133	100.0	147110	1044	100.0	71151	1089	100.0	75959

QUESTION 21

HOW WOULD YOU RATE THE OVERALL KIND OF JOB PRESIDENT FORD IS DOING AS PRESIDENT --- EXCELLENT --- PRETTY GOOD --- ONLY FAIR --- OR POOR?

1. EXCELLENT.....	133	6.3	9207	44	4.2	2999	89	8.2	6208
2. PRETTY GOOD.....	1037	48.6	71550	429	45.8	33325	548	50.3	38224
3. FAIR.....	493	23.1	33952	272	26.1	18537	221	20.3	15415
4. POOR.....	315	14.8	21704	167	16.0	11381	148	13.6	10323
5. NO OPINION.....	85	4.0	5853	41	3.9	2794	44	4.0	3063
6. CAN'T RATE HASN'T BEEN IN OFFICE LONG ENOUGH..	1	.0	70		.0		1	.1	70
7. DOING NOTHING/CAN'T RATE.....	69	3.2	4754	31	3.0	2113	38	3.5	2551

54.9%

QUESTION 22

NOW THINKING OF PRESIDENT FORD --- ONLY ON AN INTERNATIONAL BASIS --- HOW DO YOU RATE HIM? EXCELLENT --- PRETTY GOOD --- FAIR --- OR POOR?

1. EXCELLENT.....	125	5.9	8728	38	3.6	2590	88	8.1	6138
2. PRETTY GOOD.....	966	45.4	65801	362	34.7	24671	604	55.5	42130
3. FAIR.....	636	29.7	43582	425	40.7	28965	211	19.4	14717
4. POOR.....	247	11.6	16992	148	14.2	10087	99	9.1	5905
5. NO OPINION.....	83	3.9	5731	37	3.5	2522	46	4.2	3209
6. CAN'T RATE HASN'T BEEN IN OFFICE LONG ENOUGH..	2	.1	140		.0		2	.2	140
7. DOING NOTHING/CAN'T RATE.....	73	3.4	5037	34	3.3	2317	39	3.6	2720

51.3%

QUESTION 23

AND, THINKING OF PRESIDENT FORD --- ONLY ON A DOMESTIC BASIS --- HOW DO YOU RATE HIM? EXCELLENT --- PRETTY GOOD --- FAIR --- OR POOR?

1. EXCELLENT.....	92	4.3	6353	40	3.8	2726	52	4.8	3527
2. PRETTY GOOD.....	740	34.7	51058	349	33.4	23785	391	35.9	27273
3. FAIR.....	768	36.0	52903	416	39.8	28351	352	32.3	24552
4. POOR.....	384	18.0	26516	158	15.1	11450	216	19.8	15066
5. NO OPINION.....	81	3.8	5588	39	3.7	2658	42	3.9	2930
6. CAN'T RATE HASN'T BEEN IN OFFICE LONG ENOUGH..		.0			.0			.0	
7. DOING NOTHING/CAN'T RATE.....	68	3.2	4692	32	3.1	2181	36	3.3	2511

39.0%

	TOTAL			MALE			FEMALE		
	Sample	%	Proj. (000)	Sample	%	Proj. (000)	Sample	%	Proj. (000)
BASE---ALL ADULTS 18 YEARS & OLDER.....	2226	100.0	147110	1156	100.0	71151	1130	100.0	75959
<u>QUESTION 21</u>									
HOW WOULD YOU RATE THE OVERALL KIND OF JOB PRESIDENT FORD IS DOING AS PRESIDENT --- EXCELLENT --- PRETTY GOOD --- ONLY FAIR --- OR POOR?									
1. EXCELLENT.....	114	5.0	7402	46	4.0	2831	68	6.0	4571
2. PRETTY GOOD.....	1150	50.5	74298	530	45.8	32621	620	54.9	41677
3. FAIR.....	464	20.1	29619	277	24.0	17049	187	16.5	12570
4. POOR.....	388	16.9	24834	220	19.0	13541	168	14.9	11293
5. NO OPINION.....	93	4.1	5985	47	4.1	2893	46	4.1	3092
6. CAN'T RATE HASN'T BEEN IN OFFICE LONG ENOUGH..	1	.0	67		.0		1	.1	67
7. DOING NOTHING/CAN'T RATE.....	76	3.3	4905	36	3.1	2216	40	3.5	2589
<u>QUESTION 22</u>									
HOW THINKING OF PRESIDENT FORD --- ONLY ON AN INTERNATIONAL BASIS --- HOW DO YOU RATE HIM? EXCELLENT --- PRETTY GOOD --- FAIR --- OR POOR?									
1. EXCELLENT.....	109	4.8	7128	35	3.0	2154	74	6.5	4974
2. PRETTY GOOD.....	979	43.3	63648	381	33.0	23450	598	52.9	40198
3. FAIR.....	720	31.1	45688	473	41.3	29421	242	21.4	16267
4. POOR.....	294	12.8	18770	175	15.1	10771	119	10.5	7999
5. NO OPINION.....	100	4.4	6444	49	4.2	3016	51	4.5	3428
6. CAN'T RATE HASN'T BEEN IN OFFICE LONG ENOUGH..	1	.0	67		.0		1	.1	67
7. DOING NOTHING/CAN'T RATE.....	83	3.6	5364	38	3.3	2339	45	4.0	3025
<u>QUESTION 23</u>									
AND, THINKING OF PRESIDENT FORD --- ONLY ON A DOMESTIC BASIS --- HOW DO YOU RATE HIM? EXCELLENT --- PRETTY GOOD --- FAIR --- OR POOR?									
1. EXCELLENT.....	96	4.2	6210	43	3.7	2647	53	4.7	3563
2. PRETTY GOOD.....	797	34.9	51357	391	33.8	24056	406	35.9	27291
3. FAIR.....	791	34.4	50625	449	38.8	27636	342	30.3	22989
4. POOR.....	419	18.4	27054	196	17.0	12064	223	19.7	14990
5. NO OPINION.....	100	4.4	6490	41	3.5	2524	59	5.2	3966
6. CAN'T RATE HASN'T BEEN IN OFFICE LONG ENOUGH..	1	.0	67		.0		1	.1	67
7. DOING NOTHING/CAN'T RATE.....	82	3.6	5308	36	3.1	2216	46	4.1	3092



SINDLINGER & COMPANY, INC. OF MEDIA IN PENNSYLVANIA  
 POLITICAL CONFIDENCE SERIES -- FORD RATINGS  
 14 - DAYS --- OCTOBER 2-15, 1975 --- FORD TAX CUT LINKED TO SPENDING CURB

TABLE J

	TOTAL			MALE			FEMALE		
	Sample	%	Prot. (000)	Sample	%	Prot. (000)	Sample	%	Prot. (000)
BASE---ALL ADULTS 18 YEARS & OLDER.....	2274	100.0	147982	1116	100.0	71594	1158	100.0	75388
<u>QUESTION 21</u>									
HOW WOULD YOU RATE THE OVERALL KIND OF JOB PRESIDENT FORD IS DOING AS PRESIDENT --- EXCELLENT --- PRETTY GOOD --- ONLY FAIR --- OR POOR? <span style="float: right;">46.1%</span>									
1. EXCELLENT.....	101	4.4	6501	45	4.0	2887	56	4.8	3594
2. PRETTY GOOD.....	947	41.7	51646	454	40.7	29125	493	42.6	32521
3. FAIR.....	649	28.6	42262	303	27.2	19433	346	29.9	22924
4. POOR.....	402	17.6	26099	231	20.7	14819	171	14.8	11290
5. NO OPINION.....	81	3.6	5271	40	3.6	2566	41	3.5	2705
6. CAN'T RATE HASN'T BEEN IN OFFICE LONG ENOUGH..		.0			.0			.0	
7. DOING NOTHING/CAN'T RATE.....	94	4.1	6123	43	3.9	2759	51	4.4	3364
<u>QUESTION 22</u>	2274	100.0	147982	1116	100.0	71594	1158	100.0	75388
NOW THINKING OF PRESIDENT FORD --- ONLY ON AN INTERNATIONAL BASIS --- HOW DO YOU RATE HIM? EXCELLENT --- PRETTY GOOD --- FAIR --- OR POOR? <span style="float: right;">45.2%</span>									
1. EXCELLENT.....	89	3.9	5817	30	2.7	1925	59	5.1	3302
2. PRETTY GOOD.....	937	41.3	61081	402	36.0	25789	535	46.2	35292
3. FAIR.....	765	33.6	49695	424	38.0	27201	341	29.4	22494
4. POOR.....	287	12.6	18631	166	14.9	10649	121	10.4	7582
5. NO OPINION.....	101	4.4	6573	49	4.4	3143	52	4.5	3430
6. CAN'T RATE HASN'T BEEN IN OFFICE LONG ENOUGH..		.0			.0			.0	
7. DOING NOTHING/CAN'T RATE.....	95	4.2	6185	45	4.0	2887	50	4.3	3298
<u>QUESTION 23</u>	2274	100.0	147982	1116	100.0	71594	1158	100.0	75388
AND, THINKING OF PRESIDENT FORD --- ONLY ON A DOMESTIC BASIS --- HOW DO YOU RATE HIM? EXCELLENT --- PRETTY GOOD --- FAIR --- OR POOR? <span style="float: right;">36.2%</span>									
1. EXCELLENT.....	80	3.5	5224	29	2.6	1860	51	4.4	3364
2. PRETTY GOOD.....	743	32.7	48332	375	33.6	24057	368	31.8	24275
3. FAIR.....	800	35.2	52020	415	37.2	26623	385	33.2	25397
4. POOR.....	427	18.8	27816	194	17.4	12446	233	20.1	15370
5. NO OPINION.....	117	5.1	7618	55	4.9	3528	62	5.4	4090
6. CAN'T RATE HASN'T BEEN IN OFFICE LONG ENOUGH..		.0			.0			.0	
7. DOING NOTHING/CAN'T RATE.....	107	4.7	6971	48	4.3	3079	59	5.1	3892