Inter-university Consortium for Political Research

1960 POST-ELECTION STUDY

Face Sheet

Interviewer's Name: ___________________________

Interview Number: _____________________________ Date: _______________________

Town or City: _______________________ State: ______________

Please check one:

☐ This respondent was interviewed by me
☐ This respondent was interviewed by another interviewer

at the time of the pre-election study.

---

1. We're interested in this interview in finding out whether people paid much attention to the election campaign this year. Take newspapers for instance — did you read about the campaign in any newspaper?

☐ Yes
☐ No
☐ Don't know

1a. What paper did you read most for news about politics?

---

2. How about radio — did you listen to any speeches or discussions about the campaign on the radio?

☐ Yes
☐ No
☐ Don't know

---

3. How about television — did you watch any programs about the campaign on television?

☐ Yes
☐ No
☐ Don't know

---

4. How about magazines — did you read about the campaign in any magazines?

☐ Yes
☐ No
☐ Don't know
5. Of all these ways of following the campaign, which one would you say you got the most information from -- newspapers, radio, television or magazines?

1. Newspapers  
2. Radio  
3. Television  
4. Magazines

5a. Was there any particular stand that the candidate took in the debates that made a difference in how you felt about him?

IF YES WHAT WAS THAT?

5b. Was there any particular stand that the candidate took in the debates that made a difference in how you felt about him?

IF YES WHAT WAS THAT?

Some people feel they find out about the campaign mostly by talking to other people. Would you say you found out about the campaign this year more by talking to other people, or more from things like newspapers and TV?

More from newspapers and TV  
More from other people

11a. Did you find out about the campaign mostly from members of your family, mostly from friends, mostly from people you work with, or what?

1. Family  
2. Friends  
3. People you work with  
4. Other (specify)

12. In talking to people about the election we find that a lot of people weren't able to vote because they weren't registered or they were sick or they just didn't have time. How about you, did you vote this time?

No - SKIP TO Q.22

Yes

13a. Who did you vote for for President?

1. Five
different

13b. What would you say is the most important reason you voted for him?

How long before the election did you decide that you were going to vote the way you did?

1. Five
different

15. When you voted for (ANSWER TO Q.13) instead of (OPPOSITE CANDIDATE), did you feel you were voting mainly for (ANSWER TO Q.13) or against (OPPOSITE CANDIDATE)?

1. For own candidate
2. Against opposing candidate

16. Did you ever think during the campaign that you might vote for (OPPOSITE CANDIDATE)?

IF YES WHAT WAS THAT?

16a. What made you decide not to vote for him?
5. Of all these ways of following the campaign, which one would you say you got the most information from -- newspapers, radio, television or magazines?


(If yes to Q.1 -- read newspaper)

6. How much did you read newspaper articles about the election -- regularly, often, from time to time, or just once in a great while?

   1. Regularly  2. Often  3. From time to time  4. Just once in a great while

(If yes to Q.2 -- listened to radio)

7. How many programs about the campaign did you listen to on the radio -- a good many, several, or just one or two?

   1. A good many  2. Several  3. Just one or two

(If yes to Q.4 -- read magazines)

8. How many magazine articles about the campaign would you say you read -- a good many, several, or just one or two?

   1. A good many  2. Several  3. Just one or two

(If yes to Q.5 -- watched TV)

9. How many television programs about the campaign would you say you watched -- a good many, several, or just one or two?

   1. A good many  2. Several  3. Just one or two

10. Did you watch any of the TV debates where Kennedy and Nixon appeared on the same show together?

   1. Yes  2. No

   a. Was your feeling about Kennedy as a person any different after you watched those programs?

      1. If different, how is that?

   b. Was your feeling about Nixon as a person any different after you watched those programs?

      1. If different, how is that?

Some people feel they find out about the campaign mostly by talking to other people. Would you say you found out about the campaign this year more by talking to other people, or more from things like newspapers and TV?

   More from newspaper and TV  More from other people

11a. Did you find out about the campaign mostly from members of your family, mostly from friends, mostly from people you work with, or who?

   1. Family  2. Friends  3. People you work with  4. Other (specify)

In talking to people about the election we find that a lot of people weren't able to vote because they weren't registered or they were sick or they just didn't have time. How about you, did you vote this time?

   No - skip to Q.22  Yes

12a. Who did you vote for for President?

   1. Kennedy  2. Nixon

   a. What would you say is the most important reason you voted for him?

   b. How long before the election did you decide that you were going to vote the way you did?

   c. When you voted for (ANSWER TO Q.13) instead of (OPPOSITE CANDIDATE), did you feel you were voting mainly for (ANSWER TO Q.13) or against (OPPOSITE CANDIDATE)?

      1. Against opposing candidate  2. For own candidate

   d. Did you ever think during the campaign that you might vote for the (OPPOSITE CANDIDATE)?
17. When you voted for President in this election, did you feel that it was a lot better to vote for the (R)(D) candidate, somewhat better, or that it didn't make much difference which one you voted for?

- Lot better
- Somewhat better
- Didn't make much difference

18. We would like to know how strongly you felt about the importance of voting in this election. Would you say you cared a great deal whether or not you voted, cared somewhat, or didn't care too much this time?

- Cared great deal
- Cared somewhat
- Didn't care too much

19. How about the election for United States Senator? Did you vote for a candidate for Senator?

- Yes
- No
- Don't know if voted for Sen.

(IF R DOESN'T KNOW CANDIDATE'S NAME) Which party?

(IF YES TO Q.12 CONTINUED)

20. How about the vote for Congressman? Did you vote for a candidate for Congress?

- Yes
- No
- Don't know if voted for Cong.

(IF R DOESN'T KNOW CANDIDATE'S NAME) Which party?

20a. What would you say is the most important reason you voted for him?

21. How about the elections for state and local offices — did you vote a straight ticket or did you vote for candidates from different parties?

(IF VOTED A STRAIGHT TICKET) 21a. Which party did you vote for?

SKIP TO Q.25, PAGE 5

22. Who would you have voted for for President if you had voted?

(IF R NAMES PARTY) 22a. What would you say was the most important reason you would have voted for him?

23. What was the main reason you didn't vote in this election?

24. I have a list of some of the things that people do that help a party or a candidate win an election. I wonder if you could tell me whether you did any of these things during the last election campaign.

24a. Did you talk to any people and try to show them why they should vote for one of the parties or candidates?

- Yes
- No

24b. Was this somebody in your family, some one of your friends, or someone where you work?

- Family
- Friend
- Someone at work

24c. Did you give any money or buy tickets or anything to help the campaign for one of the parties or candidates?

- Yes
- No

24d. Did you go to any political meetings, rallies, dinners, or things like that?

- Yes
- No

24e. How many would you say you went to?

24f. Did you do any other work for one of the parties or candidates?

- Yes
- No

24g. Do you belong to any political club or organizations?

- Yes
- No

24h. Did you wear a campaign button or put a campaign sticker on your car?

- Yes
- No

25. You know that the parties try to talk to as many people as they can to get them to vote for their candidate. Did anybody from either one of the parties call you up or come around and talk to you during the campaign?

25a. Which party were they from?

- Dem
- Rep
- Both
- Other
- Don't know

25b. Did they talk to you about voting for president, were they interested in how you would vote for other offices, or did they just talk about voting for the (R)(D) party? (Which was that?)
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(IF YES TO Q.12 CONTINUED)

17. When you voted for President in this election, did you feel that it was a lot better to vote for the (R) (D) candidate, somewhat better, or that it didn’t make much difference which one you voted for?

A) Lot better?  B) Somewhat better?  C) Didn’t make much difference?

18. We would like to know how strongly you felt about the importance of voting in this election. Would you say you cared a great deal whether or not you voted, cared somewhat, or didn’t care too much this time?

A) Cared a great deal? B) Cared somewhat? C) Didn’t care too much?

19. How about the election for United States Senator? Did you vote for a candidate for Senator?

A) Yes   B) No   C) Don’t know if voted for Sen.

(IF YES) 19a. Who did you vote for? (IF R DOESN’T KNOW CANDIDATE’S NAME) Which party was that?

20. How about the vote for Congressmen? Did you vote for a candidate for Congress?

A) Yes   B) No   C) Don’t know if voted for Cong.

(IF YES) 20a. Who did you vote for? (IF R DOESN’T KNOW CANDIDATE’S NAME) Which party was that?

20b. What would you say is the most important reason you voted for him?

21. How about the elections for state and local offices — did you vote a straight ticket or did you vote for candidates from different parties?

(IF VOTED A STRAIGHT TICKET) 21a. Which party did you vote for?

SKIP TO Q.24, PAGE 5

(IF NO, DID NOT VOTE TO Q.12)

22. Who would you have voted for for President if you had voted?

(IF R NAMES PARTY) 22a. What would you say was the most important reason you would have voted for him?

23. What was the main reason you didn’t vote in this election?

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(ASK OF EVERYONE)

31. I have a list of some of the things that people do that help a party or a candidate win an election. I wonder if you could tell me whether you did any of these things during the last election campaign.

31a. Did you talk to any people and try to show them why they should vote for one of the parties or candidates?

31b. Was this somebody in your family, some one of your friends, or someone where you work?

31c. How many people would you say you talked to?

31d. Did you give any money or buy tickets or anything to help the campaign for one of the parties or candidates?

31e. Did you go to any political meetings, rallies, dinners, or things like that?

31f. Did you do any other work for one of the parties or candidates?

31g. Do you belong to any political club or organizations?

31h. Did you wear a campaign button or put a campaign sticker on your car?

32. You know that the parties try to talk to as many people as they can to get them to vote for their candidate. Did anybody from either one of the parties call you up or come around and talk to you during the campaign?

32a. Which party were they from?

32b. Did they talk to you about voting for president, were they interested in how you would vote for other offices, or did they just talk about voting for the (R) (D) party? (Which was that?)
26. Some people don't pay too much attention to election campaigns. How about you -- were you very interested in this campaign, fairly interested, just slightly interested, or not interested at all in it?


27. We'd also like to know how much attention you pay to what's going on in politics generally. I mean from day to day, when there isn't any big election campaign going on. Would you say you follow politics very closely, fairly closely, or not much at all?

1. Very closely 2. Fairly closely 3. Not much at all

28. Do you happen to know which party had the most Congressmen in Washington before the election (this) (last) month?

1. Yes 2. No

29. Do you happen to know which party elected the most Congressmen in the elections (this) (last) month?

1. Yes 2. No

30. What do you personally feel is the most important problem the government should try to take care of when (Kennedy) (Nixon) and the new Congress take office in January?

(IF NOT ALREADY CLEAR) 30a. What would you like to see the new government do about that?

31. Do you think that there are any important differences in what the Republicans and Democrats stand for?

1. Yes 2. No

31a. If yes: What are they?

31b. Are there any other important differences between the Republicans and Democrats?

1. Yes 2. No

31c. Was there ever a time when you thought there were important differences in what the Republicans and Democrats stood for?

1. Yes 2. No

31d. What were they?
26. Some people don't pay too much attention to election campaigns. How about you -- were you very interested in this campaign, fairly interested, just slightly interested, or not interested at all in it?
A. Very interest / B. Fairly interest / C. Slightly interest / D. Not at all

27. We'd like to know how much attention you pay to what's going on in politics generally. I mean from day to day, when there isn't any big election campaign going on. Would you say you follow politics very closely, fairly closely, just slightly, or not much at all?
A. Very closely / B. Fairly closely / C. Slightly / D. Not much at all

28. Do you happen to know which party had the most Congressmen in Washington before the election (this) (last) month?
A. Yes / B. No

29. Do you happen to know which party elected the most Congressmen in the elections (this) (last) month?
A. Yes / B. No

30. What do you personally feel is the most important problem the government should try to take care of when (Kennedy) (Nixon) and the new Congress take office in January?
A. (Kennedy) / B. (Nixon)

31. Do you think that there are any important differences in what the Republicans and Democrats stand for?
A. Yes / B. No

32. Would you say that either one of the parties is more conservative or more liberal than the other?
A. Democrats / B. Republicans

33. Over the years most Democrats have said that the government in Washington ought to see to it that everybody who wants to work can find a job. Many Republicans do not agree that the government should do this. How about you -- would you agree with these Democrats that the government ought to see to it that everybody who wants work can find a job?
A. Agree / B. Disagree

34. Recently many Republicans have felt that the United States should give economic help to the poorer countries of the world even if they can't pay for it. Many Democrats disagree. How about you -- would you agree with these Republicans that the United States should give economic help to the poorer countries of the world even if they can't pay for it?
A. Agree / B. Disagree
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54. How do you feel about this statement: "The government ought to see to it that labor unions don't have much say about how the government is run." Do you have an opinion on this or not?

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>1</td>
</tr>
<tr>
<td>Agree strongly</td>
<td>2</td>
</tr>
<tr>
<td>Disagree</td>
<td>3</td>
</tr>
<tr>
<td>Disagree strongly</td>
<td>4</td>
</tr>
</tbody>
</table>

55a. Do you agree that the government ought to see to it that labor unions don't have much say about how the government is run, or do you disagree? (Do you agree-disagree strongly, or not very strongly?)

<table>
<thead>
<tr>
<th>Agreement</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree</td>
<td>1</td>
</tr>
<tr>
<td>Agree strongly</td>
<td>2</td>
</tr>
<tr>
<td>Disagree</td>
<td>3</td>
</tr>
<tr>
<td>Disagree strongly</td>
<td>4</td>
</tr>
</tbody>
</table>

Now here is something a little different. It helps us know what kinds of people we have talked to if we find out how they feel about other things besides politics. For example:

56. Have you usually felt pretty sure your life would work out the way you want it to, or have there been times when you haven't been very sure about it?

<table>
<thead>
<tr>
<th>Feeling</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pretty sure</td>
<td>1</td>
</tr>
<tr>
<td>Sometimes not very sure</td>
<td>2</td>
</tr>
</tbody>
</table>

57. Do you feel that you are the kind of person who gets his share of bad luck or do you feel that you have mostly good luck?

<table>
<thead>
<tr>
<th>Luck</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bad luck</td>
<td>1</td>
</tr>
<tr>
<td>Mostly good luck</td>
<td>2</td>
</tr>
</tbody>
</table>

58. When you make plans ahead do you usually get to carry out the things you expected, or do things usually come up to make you change your plans?

<table>
<thead>
<tr>
<th>Plan outcome</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Things work out as expected</td>
<td>1</td>
</tr>
<tr>
<td>Have to change plans</td>
<td>2</td>
</tr>
</tbody>
</table>

59. When you get into an argument do you usually get your own way or do you often give in?

<table>
<thead>
<tr>
<th>Outcome</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Always get own way</td>
<td>1</td>
</tr>
<tr>
<td>Often give in</td>
<td>2</td>
</tr>
</tbody>
</table>

60. Some people have strong opinions about a good many things. Other people are more in the middle of the road. Which kind of person are you?

<table>
<thead>
<tr>
<th>Orientation</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strong opinions</td>
<td>1</td>
</tr>
<tr>
<td>Middle of road</td>
<td>2</td>
</tr>
</tbody>
</table>

61. When you make up your mind about something is it pretty hard to argue you out of it or do you change your mind pretty easily?

<table>
<thead>
<tr>
<th>Decision</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hard to change</td>
<td>1</td>
</tr>
<tr>
<td>Change mind easily</td>
<td>2</td>
</tr>
</tbody>
</table>

62. Are you the kind of person that plans his life ahead all the time or do you live more from day to day?

<table>
<thead>
<tr>
<th>Planning</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plans ahead</td>
<td>1</td>
</tr>
<tr>
<td>Live from day to day</td>
<td>2</td>
</tr>
</tbody>
</table>

PERSONAL DATA

Now for the last questions we would like a little more background information on you and your family.

<table>
<thead>
<tr>
<th>Question</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>P1. Sex:</td>
<td>1 Male</td>
</tr>
<tr>
<td>P2. Race:</td>
<td>1 White</td>
</tr>
<tr>
<td>P3-P7 asked only to check whether the post-election respondent was same as pre-election respondent.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
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<th>Question</th>
<th>Code</th>
</tr>
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<tbody>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Question</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>P8. (IF NOT ALREADY ASCERTAINED) Are you married, single, divorced, separated, or widowed?</td>
<td>1 Married</td>
</tr>
<tr>
<td>P9. How about your (husband)(wife)? Did (he)(she) vote in this election?</td>
<td>1 Yes</td>
</tr>
<tr>
<td>P10. (IF NOT ALREADY ASCERTAINED) Did (he)(she) vote Democratic or Republican for President?</td>
<td>1 Dem</td>
</tr>
</tbody>
</table>
35. How do you feel about this statement: "The government ought to see to it that labor unions don't have much say about how the government is run."
- Do you have an opinion on this or not?
  - No opinion
  - Agreed
  - Disagreed

36. Do you agree that the government ought to see to it that labor unions don't have much say about how the government is run, or do you disagree? (Do you agree-disagree strongly, or not very strongly?)
- Agree strongly
- Agree
- Disagree
- Disagree strongly

Now here is something a little different. It helps us know what kinds of people we have talked to if we find out how they feel about other things besides politics. For example:

37. Do you feel that you are the kind of person who gets his share of bad luck or do you feel that you have mostly good luck?
- Bad luck
- Mostly good luck

38. When you make plans ahead do you usually get to carry out things the way you expected, or do things usually come up to make you change your plans?
- Things work out as expected
- Have to change plans

39. When you get into an argument do you usually get your own way or do you often give in?
- Always get own way
- Often give in

Some people have strong opinions about a good many things. Other people are more in the middle of the road. Which kind of person are you?
- Strong opinions
- Middle of road

40. When you make up your mind about something is it pretty hard to argue you out of it or do you change your mind pretty easily?
- Hard to change
- Change mind easily

Are you the kind of person that plans his life ahead all the time or do you live more from day to day?
- Plans ahead
- Live from day to day

PERSONAL DATA

Now for the last questions we would like a little more background information on you and your family.

P1. Sex: 1. Male 2. Female


Q. P3 to P7 asked only to check whether the post-election respondent was same as pre-election respondent.

P8. (IF NOT ALREADY ASCERTAINED) Are you married, single, divorced, separated, or widowed?
- Married
- Single
- Divorced
- Separated
- Widowed

P9. How about your (husband) (wife)? Did (he) (she) vote in this election?
- Yes
- No

P10. (IF NOT ALREADY ASCERTAINED) Did (he) (she) vote Democratic or Republican for President?
- 1. Yes
- 2. No
- 3. Other
- 4. Don't know
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P10. Is your church preference - Protestant, Catholic, or Jewish?
Other (specify)

(IF PROTESTANT) P10a. What church is that, Baptist, Methodist, or what?

(IF SOME CHURCH PREFERENCE)

P11. Would you say you go to church regularly, often, seldom or never?

(IF "REGULARLY") P11a. Do you happen to remember if anything was said about
either Kennedy or Nixon in your church before the election?

P11b. What was that?

(ASK ONLY IF R IS MARRIED)

P12. Is your husband's (wife's) church preference the same as yours?

P12a. What is his (her) preference?

P13. Would you say he (she) goes to church regularly, often, seldom or never?

A. Regularly B. Often C. Seldom D. Never

(ASK WHERE R HAS GIVEN SOME PERSONAL CHURCH PREFERENCE OTHER THAN JEWISH)

P14. Would you call yourself a strong (CHURCH PREFERENCE GIVEN IN Q.10 OR 10a: e.g., Catholic, Baptist, Methodist) or a not very strong (CHURCH PREFERENCE)?

A. Strong B. Not very strong

P15. Some (CHURCH PREFERENCE) feel they have a lot in common with other (CHURCH PREFERENCE); but others we talk to don't feel this way at all. Now about you -- would you say you feel pretty close to (CHURCH PREFERENCE, Q.10) in general so that you don't feel much closer to them than you do to other people?

A. Feel close B. Not closer than to others

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P16. How much interest would you say you have in how (CHURCH PREFERENCE) as a whole are getting along in this country? Do you have a good deal of interest in it, some interest, or not much interest at all?

A. Good deal B. Some C. Not much

(ASS WHERE R IS JEWISH)

P17. Some Jews feel they have a lot in common with other Jews; but others we talk to don't feel this way so much. How about you -- would you say you feel pretty close to Jews in general or that you don't feel much closer to them than you do to other people?

A. Feel close B. Not closer than to others

P18. How much interest would you say you have in how Jewish people as a whole are getting along in this country? Do you have a good deal of interest in it, some interest, or not much interest at all?

A. Good deal B. Some C. Not much

(ASK EVERYONE)

P19. What was your mother's church preference when you were growing up?

(IF PREFERENCE P19a. Do you remember whether she was very much interested in her religion, somewhat interested, or didn't she pay much attention to it?)

A. Very much interested B. Somewhat interested C. Didn't pay much attention

P20. What was your father's church preference when you were growing up?

(IF PREFERENCE P20a. Was he very much interested in his religion, somewhat interested, or didn't he pay much attention to it?)

A. Very much interested B. Somewhat interested C. Didn't pay much attention
1960 Post-election.

P10. Is your church preference - Protestant, Catholic or Jewish?

(IF PROTESTANT) P10a. What church is that, Baptist, Methodist, or what?

(IF SOME CHURCH PREFERENCE)

P11. Would you say you go to church regularly, often, seldom or never?

(IF "REGULARLY") P11a. Do you happen to remember if anything was said about either Kennedy or Nixon in your church before the election?

P11b. What was that?

(ASK ONLY IF R IS MARRIED)

P12. Is your husband’s (wife’s) church preference the same as yours?

P12a. What is his (her) preference?

P13. Would you say he (she) goes to church regularly, often, seldom or never?

P13a. How much interest would you say you have in how (CHURCH PREFERENCE, Q.10) as a whole are getting along in this country? Do you have a good deal of interest in it, some interest, or not much interest at all?

P14. Some (CHURCH PREFERENCE) feel they have a lot in common with other (CHURCH PREFERENCE); but others we talk to don’t feel this way so much. How about you — would you say you feel pretty close to (CHURCH PREFERENCE, Q.10) in general or that you don’t feel much closer to them than you do to other people?

P15. Would you call yourself a strong (CHURCH PREFERENCE GIVEN IN Q.10 OR 10a: e.g., Catholic, Baptist, Methodist) or a not very strong (CHURCH PREFERENCE)?

P16. How much interest would you say you have in how (CHURCH PREFERENCE) as a whole are getting along in this country? Do you have a good deal of interest in it, some interest, or not much interest at all?

P17. Some Jews feel they have a lot in common with other Jews; but others we talk to don’t feel this way so much. How about you — would you say you feel pretty close to Jews in general or that you don’t feel much closer to than you do to other people?

P18. How much interest would you say you have in how Jewish people as a whole are getting along in this country? Do you have a good deal of interest in it, some interest, or not much interest at all?

P19. What was your mother’s church preference when you were growing up?

P20. What was your father’s church preference when you were growing up?

P21. Is your church preference - Protestant, Catholic or Jewish?

(P10)
Some people think Catholic organizations ought to get into politics and some people think they ought not.

P21. How do you feel about Catholic organizations trying to get Congress to pass laws that Catholics are interested in? Do you think it's all right for them to do that, or do you think they ought to stay out of that?

1. All right 5. Ought to stay out

P22. How do you feel about Catholic organizations trying to help certain candidates get elected? Do you think it's all right for them to do that, or do you think they ought to stay out of that?

1. All right 5. Ought to stay out

The last question is one that you will remember, but we'd like to ask it once more.

P23. Generally speaking, do you usually think of yourself as a Republican, a Democrat, an Independent, or what?

(IF REPUBLICAN OR DEMOCRAT) P23a. Would you call yourself a strong (R)/(D) or a not very strong (R)/(D)?


DO you think of yourself as closer to the Republican or the Democratic party?