AMERICAN NATIONAL ELECTION STUDIES

1964 PRE-POST ELECTION STUDY

CONDUCTED BY THE SURVEY RESEARCH CENTER (S473)

PRINCIPAL INVESTIGATORS

POLITICAL BEHAVIOR PROGRAM

UNIVERSITY OF MICHIGAN

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POST-ELECTION STUDY:  NOVEMBER 6, 1964 - FEBRUARY 1965

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THE RESPONDENTS ARE DIVIDED INTO TWO SAMPLES -- A CROSS SECTION SAMPLE, CONSISTING OF 1571 RESPONDENTS, AND A NEGRO SUPPLEMENT SAMPLE OF 263 RESPONDENTS. THESE LATTER WERE INTERVIEWED TO BROADEN THE BASE OF NEGRO RESPONDENTS AVAILABLE TO RESEARCHERS INTERESTED IN THE RACIAL ISSUES INVESTIGATED IN THIS STUDY; WHEN COMBINED WITH THE NEGROES IN THE CROSS SECTION SAMPLE, THIS MAKES AVAILABLE AN N OF 422 NEGRO RESPONDENTS. FOR FURTHER INFORMATION ON THE CONSTRUCTION AND USE OF THE CROSS SECTION, THE SUPPLEMENT, THE ALL NEGRO, OR THE COMBINED CROSS SECTION AND SUPPLEMENT SAMPLES,
SEE THE SECTIONS OF THIS INTRODUCTION ENTITLED "SAMPLING INFORMATION" AND "WEIGHTING INFORMATION".


>> 1964 SAMPLING INFORMATION

INDIVIDUALS INTERVIEWED IN THE 1964 ELECTION STUDY WERE A REPRESENTATIVE CROSS SECTION OF PERSONS OF VOTING AGE LIVING IN PRIVATE HOUSEHOLDS IN THE CONTINENTAL UNITED STATES.

THE TWELVE LARGEST METROPOLITAN AREAS OF THE UNITED STATES WERE DRAWN WITH CERTAINTY. THE REST OF THE COUNTRY WAS FORMED INTO 62 STRATA (CONTAINING TWO OR MORE PRIMARY SAMPLING UNITS), FROM EACH OF WHICH A PRIMARY SAMPLING UNIT (CONSISTING OF A COUNTY OR GROUP OF COUNTIES) WAS DRAWN WITH PROBABILITY PROPORTIONAL TO ITS 1960 POPULATION. ULTIMATELY, THE SELECTION PROCEDURE WITHIN THESE 74 PSU’S YIELDED A SAMPLE OF PRIVATE HOUSEHOLDS. RESPONDENTS WERE SELECTED FROM THESE HOUSEHOLDS BY AN OBJECTIVE PROCEDURE OF SELECTION WHICH ALLOWED NO SUBSTITUTIONS. THIS SAMPLE IS REPRESENTATIVE OF THE FOUR MAJOR REGIONS (NORTHEAST, NORTH CENTRAL, SOUTH AND WEST) OF THE UNITED STATES AS WELL AS THE ENTIRE UNITED STATES.


THE INTERVIEWS WERE CODED BY THE SRC CODING SECTION UNDER THE SUPERVISION OF POLITICAL BEHAVIOR PROGRAM STAFF MEMBERS, AND THE USUAL PRACTICE OF CHECK-CODING ONE OUT OF EVERY TEN INTERVIEWS WAS FOLLOWED. THIS RESULTED IN THE CALCULATION OF AN AVERAGE CODING ERROR OF 3.28 ERRORS PER INTERVIEW IN THE PRE-ELECTION INTERVIEWS, AND 1.74 ERRORS PER INTERVIEW IN THE POST-ELECTION INTERVIEWS.

IN ORDER TO PROVIDE A MORE REPRESENTATIVE SUBSAMPLE OF NEGROES, AN ADDITIONAL SET OF NEGROES WAS SAMPLED AND ASKED ALL OF THE APPLICABLE QUESTIONS FOUND IN THE PRE- AND POST-ELECTION INTERVIEW SCHEDULES. THE NEGROES IN THIS SAMPLE, 263, WHEN ADDED TO THE NEGROES OBTAINED IN THE CROSS SECTION SAMPLE, 159, GIVE A MORE RELIABLE DATA BASE. THE SUPPLEMENTARY NEGROES WERE SAMPLED BY DIRECTING THE INTERVIEWER TO SEGMENTS (SMALL AREAS OF 3 – 6 DWELLINGS) IN WHICH ONE OR MORE NEGRO HOUSEHOLDS HAD BEEN LOCATED IN TWO PREVIOUS STUDIES. IN GENERAL, THE PROCEDURE WAS TO SELECT ONE RESPONDENT FROM EACH NEGRO HOUSEHOLD FOUND IN THE SEGMENT. A PRECISE DESCRIPTION OF THE SAMPLING PROCEDURE CAN BE FOUND...
IN THE PRE-ELECTION INSTRUCTION BOOK.


>> 1964 WEIGHTING INFORMATION

THE DATA DESCRIBED BY THIS CODEBOOK MAY BE ACCESSED IN THREE DIFFERENT WAYS, YIELDING IN EFFECT THREE SEPARATE SAMPLES, EACH WITH A DIFFERENT NUMBER OF RESPONDENTS:

A. THE CROSS SECTION AND NEGRO SUPPLEMENT COMBINED SAMPLE USES ALL THE DATA CASES AVAILABLE (RAW N OF 1834), AND REQUIRES THE USE OF THE WEIGHT VARIABLE (REF. NO. 466) TO MAKE A VALID SAMPLE. IN IT, THE NON-NEGRO RESPONDENTS ARE GIVEN A WEIGHT OF THREE, WHILE NEGRO RESPONDENTS ARE WEIGHTED ONE, YIELDING A WEIGHTED N OF 4658.

NOTE: OF THE THREE VALID SAMPLES RESULTING FROM THIS DATASET, THIS IS THE ONLY ONE WHICH NEEDS TO BE WEIGHTED.

B. THE ALL-NEGRO SAMPLE USES THE 159 NEGRO RESPONDENTS FROM THE CROSS SECTION AND THE 263 NEGRO RESPONDENTS OF THE SUPPLEMENT TO YIELD AN N OF 422. THIS SAMPLE, WHICH IS SELF-WEIGHTING, MAY BE OBTAINED EITHER BY FILTERING ON THE WEIGHT VARIABLE SO AS TO USE ONLY THOSE CASES CODED 1 AND EXCLUDING ALL THOSE CODED 3 IN REF. NO. 466, OR BY FILTERING ON THE RACE VARIABLE, SELECTING ONLY THOSE CASES CODED 2 AND EXCLUDING ALL CASES CODED 1 OR 7 IN REF. NO. 183.

C. THE CROSS SECTION SAMPLE ALONE USES ONLY THE 1571 RESPONDENTS INTERVIEWED FOR THE NATIONAL CROSS SECTION, AND EXCLUDES THE SUPPLEMENT. THIS SAMPLE IS ALWAYS UNWEIGHTED, AND MAY BE OBTAINED EITHER
BY FILTERING ON THE TYPE OF INTERVIEW VARIABLE SO AS TO SELECT ONLY THOSE CASES CODED 1 OR 2 AND EXCLUDE CASES CODED 3 OR 4 IN REF. NO. 3, OR BY FILTERING ON THE INTERVIEW NUMBER SO AS TO USE ONLY THOSE CASES CODED 0001-1999 AND EXCLUDE THOSE CODED 2000-3999 IN REF. NO. 2.

NOTE THAT NO OTHER SUBSET OF THESE RESPONDENTS YIELDS A VALID SAMPLE (E.G., THE NEGRO SUPPLEMENT ALONE IS NOT A VALID SAMPLE, AND SHOULD NOT BE USED AS SUCH).

THE STUDY WAS PROCESSED ACCORDING TO ICPSR STANDARD PROCESSING PROCEDURES; THE CODE CATEGORIES WERE RECODED TO ELIMINATE AMPS AND DASHES AND TO CONFORM TO ICPSR STANDARDIZED CODES WHERE APPLICABLE, AND THE DATA WERE CHECKED FOR INCONSISTENT AND ILLEGAL CODES. THESE WERE CORRECTED BY REFERRING TO THE ORIGINAL INTERVIEW SCHEDULES. IN USING THIS CODEBOOK, SEVERAL FEATURES SHOULD BE NOTED. THE FIRST IS THAT THE TENS AND HUNDREDS DIGITS OF MOST TWO AND THREE DIGIT CODES MAY BE MEANINGFULLY USED ALONE. (THE GAPS THAT APPEAR IN SOME OF THE TWO AND THREE DIGIT STANDARDIZED CODES REPRESENT VALUES NOT USED IN THIS STUDY.) ANOTHER IS THAT IN MANY CASES, BOTH IN THE BODY OF THE CODEBOOK AND IN THE FOOTNOTES, TEXT IS BRACKETED IN < AND > SIGNS. ALL TEXT SO BRACKETED WAS NOT CONTAINED IN THE ORIGINAL CODEBOOK BUT WAS ADDED BY THE PROCESSOR, EITHER FOR EXPLANATORY PURPOSES OR IN ORDER TO MAKE VARIABLES INDEPENDENT OF ONE ANOTHER BY MAKING IT UNNECESSARY TO REFER TO ONE IN ORDER TO UNDERSTAND THE TEXT OF ANOTHER. VARIABLE NAMES IN THE TABLE OF CONTENTS FOLLOWED BY AN ASTERISK HAVE SPECIAL ICPSR STANDARDIZED CODES. THOSE PRECEDED BY AN X DESIGNATE A VARIABLE DEPENDENT ON SOME OTHER VARIABLE, DUE TO THE STRUCTURE OF THE INTERVIEW SCHEDULE.

The following example from the 1948 NES study provides the standard format for codebook variable documentation.

Note that NES studies which are not part of the Time-Series usually omit marginals and the descriptive content in lines 2-5 (except for variable name).

Line

1  ==============================  
2  VAR 480026    NAME-R NOT VT-WAS R REG TO VT  
3  COLUMNS 61   - 61
Q. 17. (IF R DID NOT VOTE) WERE YOU REGISTERED (ELIGIBLE) TO VOTE.

1. YES
2. NO
8. DK
9. NA
0. INAP., R VOTED
Marginals are usually provided for discrete variables. The counts may be unweighted or weighted; check the Study codebook introductory text to determine weight usage.

<table>
<thead>
<tr>
<th>VARIABLE</th>
<th>VARIABLE LABEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>VERSION</td>
<td>NES VERSION NUMBER</td>
</tr>
<tr>
<td>DSETNO</td>
<td>NES DATASET NUMBER</td>
</tr>
<tr>
<td>640001</td>
<td>ICPSR ARCHIVE NUMBER</td>
</tr>
<tr>
<td>640002</td>
<td>INTERVIEW NUMBER</td>
</tr>
<tr>
<td>640003</td>
<td>TYPE OF INTERVIEW</td>
</tr>
<tr>
<td>640004</td>
<td>PRIMARY SAMPLING UNIT</td>
</tr>
<tr>
<td>640005</td>
<td>PLACE IDENTIFICATION CODE</td>
</tr>
<tr>
<td>640006</td>
<td>BELT CODE</td>
</tr>
<tr>
<td>640007</td>
<td>SIZE CODE-CONSUMER FINANCES</td>
</tr>
<tr>
<td>640008</td>
<td>SIZE CODE-INTERIM SURVEYS</td>
</tr>
<tr>
<td>640009</td>
<td>FORM OF INTEGRATION QUESTIONS</td>
</tr>
<tr>
<td>640010</td>
<td>SAMPLING COUNTY CODE</td>
</tr>
<tr>
<td>640011</td>
<td>POLITICAL BEHAVIOR COUNTY CODE</td>
</tr>
<tr>
<td>640012</td>
<td>STATE CODE *</td>
</tr>
<tr>
<td>640013</td>
<td>CONGRESSIONAL DISTRICT NUMBER</td>
</tr>
<tr>
<td>640014</td>
<td>PRE-ELECTION INTERVIEW DATE</td>
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<td>640015</td>
<td>LENGTH OF INTERVIEW</td>
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<td>640017</td>
<td>CODER</td>
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<td>640018</td>
<td>R'S PRESIDENTIAL PREDICTION</td>
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<td>640019</td>
<td>XWILL THE PRESIDENTIAL RACE BE CLOSE</td>
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<td>640020</td>
<td>DOES R CARE MUCH WHICH PARTY WINS</td>
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<td>WHAT IS GOOD ABOUT THE DEMOCRATS *</td>
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<td>640022</td>
<td>WHAT IS BAD ABOUT THE DEMOCRATS *</td>
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<tr>
<td>640023</td>
<td>WHAT IS GOOD ABOUT THE REPUBLICANS *</td>
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<td>640025</td>
<td>WHAT IS GOOD ABOUT JOHNSON *</td>
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<td>640026</td>
<td>WHAT IS BAD ABOUT JOHNSON *</td>
</tr>
<tr>
<td>640027</td>
<td>WHAT IS GOOD ABOUT GOLDWATER *</td>
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<tr>
<td>640028</td>
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<td>XIS R HAPPY THAT GOLDWATER WAS NOMINATED</td>
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<td>640035</td>
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</tr>
</tbody>
</table>

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HEAD OF THE HOUSEHOLD'S OCCUPATION-1952 BREAKDOWN

DOES R OR THE HEAD OF THE HOUSEHOLD DO WORK BESIDES FARMING

WHAT WORK IS DONE BESIDES FARMING

HOW MANY HOURS PER WEEK ARE SPENT ON A NON-FARMING OCCUPATION

HOW MANY WEEKS PER YEAR ARE SPENT ON A NON-FARMING OCCUPATION

QUESTIONS FOR FARMERS

DOES R OWN A FARM, RENT, OR WHAT

WHAT AMOUNT OF LAND DOES R FARM

WHAT KIND OF FARMING DOES R DO *

WHAT HAS BEEN THE CROP PRICE MOVEMENT IN THE LAST 4 YEARS

WHAT HAS BEEN THE EFFECT ON PRICES OF GOVERNMENTAL FARM POLICY

OPINION ON GOVERNMENT FARM SUBSIDIES

WHO IN THE HOUSEHOLD IS A UNION MEMBER

XIN WHAT UNION IS THE MEMBERSHIP *

HOW LONG HAS R BEEN A UNION MEMBER

SUBJECTIVE SOCIAL CLASS OF RESPONDENT *

DOES R FEEL CLOSEST TO MEMBERS OF HIS OWN CLASS

DOES R HAVE AN INTEREST IN THE WELFARE OF HIS OWN CLASS

WHAT IS THE SOCIAL CLASS OF THE FAMILY

WHAT IS R'S CHURCH PREFERENCE *

HOW OFTEN DOES R ATTEND CHURCH

FEELINGS TOWARD GROUPS-FEELING THERMOMETER

FEELING THERMOMETER-FARMERS

FEELING THERMOMETER-LIBERALS

FEELING THERMOMETER-SOUTHERNERS

FEELING THERMOMETER-CATHOLICS

FEELING THERMOMETER-BIG BUSINESS

FEELING THERMOMETER-DEMOCRATS

FEELING THERMOMETER-MILITARY

FEELING THERMOMETER-JEWS

FEELING THERMOMETER-WHITES

FEELING THERMOMETER-LABOR UNIONS

FEELING THERMOMETER-REPUBLICANS

FEELING THERMOMETER-EASTERNERS

FEELING THERMOMETER-PROTESTANTS

FEELING THERMOMETER-NEGROES

FEELING THERMOMETER-CONSERVATIVES

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ARE BOTH R'S PARENTS NATIVE BORN
WHAT WAS THE BIRTH PLACE OF R'S FATHER *
WHAT WAS THE BIRTH PLACE OF R'S MOTHER *
WHAT ARE R'S GRANDPARENTS' NATIONAL ORIGIN
WHAT IS THE MAIN NATIONALITY OF R'S FAMILY
WHAT IS R'S ATTITUDE TOWARD THE MAIN NATIONALITY OF HIS FAMILY
WHAT WAS R'S FATHER'S WORK WHEN R WAS YOUNG
WHERE DID R GROW UP *
HOW OLD WAS R WHEN HE CAME TO THIS STATE
WAS R RAISED IN THE CITY, ON A FARM, ETC.
HOW LONG HAS R LIVED IN THIS HOUSE
WHERE WAS R'S PRIOR RESIDENCE
WHAT IS THIS NEIGHBORHOOD'S AGE RELATIVE TO R'S LAST NEIGHBORHOOD
IS THIS NEIGHBORHOOD MORE OR LESS EXPENSIVE THAN R'S LAST NEIGHBORHOOD
IS THIS NEIGHBORHOOD CLOSER TO THE CITY'S CENTER THAN R'S LAST NEIGHBORHOOD
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WHAT PERCENT OF THE INCOME IS EARNED BY THE HEAD OF THE HOUSEHOLD *
DOES R OWN, RENT, OR WHAT
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POST ELECTION SEQUENCE NUMBER
CONGRESSIONAL DISTRICT NUMBER
STUDY PROCEDURE
DATE OF POST ELECTION INTERVIEW
IS THIS THE SAME INTERVIEWER AS FOR THE PRE-ELECTION SURVEY
POLITICAL STUDY TIME OF THE INTERVIEW
TRAVEL STUDY TIME OF THE INTERVIEW
MASS MEDIA USAGE
HOW MUCH HAS R READ ABOUT THE ELECTION
WHICH NEWSPAPER DOES R READ MOST FOR POLITICAL OPINIONS *
DID R HEAR ABOUT THE CAMPAIGN ON THE RADIO
DID R READ ABOUT THE CAMPAIGN IN MAGAZINES
WHAT MAGAZINES DOES R READ REGULARLY *
HOW MUCH CAMPAIGN TELEVISION DID R WATCH
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WHAT WERE THE REASONS FOR R'S PRESIDENTIAL VOTE *
WHEN DID R MAKE HIS VOTING DECISION
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HOW DID R VOTE FOR U.S. CONGRESSMAN
HOW DID R VOTE FOR GOVERNOR
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REPUBLICAN MENTION

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YEAR OF THE FIFTH MOST RECENT OTHER VOTE
MONTH OF THE SIXTH MOST RECENT OTHER VOTE
YEAR OF THE SIXTH MOST RECENT OTHER VOTE
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YEAR OF THE SEVENTH MOST RECENT OTHER VOTE
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YEAR OF THE EIGHTH MOST RECENT OTHER VOTE
MONTH OF THE NINTH MOST RECENT OTHER VOTE
YEAR OF THE NINTH MOST RECENT OTHER VOTE
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