AMERICAN NATIONAL ELECTION STUDIES

1956 PRE-POST ELECTION STUDY

PRINCIPAL INVESTIGATORS

ANGUS CAMPBELL
PHILIP CONVERSE
WARREN MILLER
DONALD STOKES

SURVEY RESEARCH CENTER, UNIVERSITY OF MICHIGAN (S417)

PRE-ELECTION STUDY; SEPT. 17-NOV. 5, 1956
POST-ELECTION STUDY; NOV. 7, 1956-JAN. 19, 1957

ICPSR ARCHIVE NUMBER 7214
ACKNOWLEDGMENT OF ASSISTANCE

ALL MANUSCRIPTS UTILIZING DATA MADE AVAILABLE THROUGH THE
CONSORTIUM SHOULD ACKNOWLEDGE THAT FACT AS WELL AS IDENTIFY
THE ORIGINAL COLLECTOR OF THE DATA. THE ICPSR COUNCIL URGES
ALL USERS OF ICPSR DATA FACILITIES TO FOLLOW SOME ADAPTATION
OF THIS STATEMENT WITH THE PARENTHESES INDICATING ITEMS TO
BE FILLED IN APPROPRIATELY OR DELETED BY THE INDIVIDUAL USER.

THE DATA (AND TABULATIONS) UTILIZED IN THIS
(PUBLICATION) WERE MADE AVAILABLE (IN PART) BY
THE INTER-UNIVERSITY CONSORTIUM FOR POLITICAL
RESEARCH. THE DATA FOR THE SRC 1956 AMERICAN
NATIONAL ELECTION STUDY WERE ORIGINALLY
COLLECTED BY THE SURVEY RESEARCH CENTER OF
THE INSTITUTE FOR SOCIAL RESEARCH, THE
UNIVERSITY OF MICHIGAN UNDER A GRANT FROM THE
ROCKEFELLER FOUNDATION. NEITHER THE ORIGINAL
COLLECTORS OF THE DATA NOR THE CONSORTIUM
BEAR ANY RESPONSIBILITY FOR THE ANALYSES OR
INTERPRETATIONS PRESENTED HERE.

IN ORDER TO PROVIDE FUNDING AGENCIES WITH ESSENTIAL INFOR-
MATION ABOUT THE USE OF ARCHIVAL RESOURCES, AND TO FACILITATE
THE EXCHANGE OF INFORMATION ABOUT ICPSR PARTICIPANTS' RESEARCH
ACTIVITIES, EACH USER OF THE ICPSR DATA FACILITIES IS EXPECTED
TO SEND TWO COPIES OF EACH COMPLETED MANUSCRIPT (OR THESIS
ABSTRACT) TO THE CONSORTIUM. PLEASE INDICATE IN THE COVER
LETTER WHICH DATA WERE USED.

TABLE OF CONTENTS

Note: >>sections in the codebook introduction and
codebook appendix can be navigated in the
machine-readable files by searching ">>".

INTRODUCTORY MATERIAL  (file int1956.cbk)
---------------------
>> 1956 STUDY DESCRIPTION
>> 1956 PUBLICATIONS
>> 1956 SAMPLING INFORMATION
>> 1956 PROCESSING INFORMATION
>> 1956 CODEBOOK INFORMATION
>> 1956 VARIABLE DESCRIPTION LIST

CODEBOOK
--------
1956 variables
APPENDICES (file app1956.cbk)
--------
>> 1956 PARTY MASTER CODE
>> 1956 CANDIDATE MASTER CODE
>> 1956 PSU CODE
>> 1956 OCCUPATION CODE
>> 1956 INDUSTRY CODE
>> 1956 UNION CODE
>> QUESTIONS 3-10 NOTE, 1956
>> IWR INSTRUCTING NOTE, 1956
>> REF. NOS. 184-187 NOTE, 1956
>> STATE CODE NOTE, 1956
>> 1956 STATE AND COUNTRY CODE
>> INAP NOTE, 1956
>> 1956 NEWSPAPER CODE
>> Q17 INTRO NOTE, 1956
>> FARM HOUSEHOLD NOTE, 1956
>> INCOME NOTE, 1956
>> Q58/Q59 NOTE, 1956
>> 1956 SENATORIAL, GUBERNATORIAL, AND CONGRESSIONAL RETURNS FROM AMERICA VOTES (1958)
>> REF. NOS. 271-294 NOTE, 1956
>> IWR INSTRUCTION (UNION) NOTE, 1956
>> REF. NOS. 29-76 NOTE, 1956

>> 1956 STUDY DESCRIPTION

THE SURVEY RESEARCH CENTER 1956 ELECTION STUDY WAS CONDUCTED BY ANGUS CAMPBELL, PHILIP CONVERSE, WARREN MILLER, AND DONALD STOKES IN SEPTEMBER 1956 THROUGH JANUARY OF 1957. THE INTERVIEW SCHEDULES CONTAINED BOTH CLOSED AND OPEN-END-ED QUESTIONS ASCERTAINING A WIDE RANGE OF INFORMATION. THE STUDY IS BASICALLY CONCERNED WITH GENERAL POLITICAL ATTITUDES AND WITH ATTITUDES AND BEHAVIORS PERTINENT TO THE 1956 PRESIDENTIAL ELECTION.

EACH RESPONDENT WAS INTERVIEWED BOTH BEFORE AND AFTER THE DATE OF THE ELECTION. IN THE PRE-ELECTION SURVEY, ATTITUDES TOWARD POLITICAL PARTIES, CANDIDATES, AND SPECIFIC ISSUES WERE OBTAINED, AS WELL AS PERSONAL DATA AND SOME POLITICAL HISTORY. THE POST-ELECTION INTERVIEW CONCENTRATED ON THE ACTUAL VOTE AND REASONS FOR THE VOTE, OBTAINED FUR- THER PERSONAL DATA, AND IN ADDITION ASKED NON-POLITICAL ATTITUDINAL QUESTIONS (FORM C; REF.NOS. 271-294) OF A
SUBSAMPLE NUMBERING 579. THIS STUDY IS ALSO THE FIRST OF
A PANEL OF THREE; THE OTHER TWO CONSIST OF THE 1958 AND
1960 NATIONAL ELECTION STUDIES.

>> 1956 PUBLICATIONS

CAMPBELL, ANGUS, "WHO REALLY SWITCHED IN THE LAST ELECTION?"

CAMPBELL, CONVERSE, MILLER, AND STOKES, THE AMERICAN VOTER,
NEW YORK, JOHN WILEY AND SONS, 1960.

CAMPBELL, ANGUS, AND MILLER, WARREN E., THE MOTIVATIONAL
BASIS OF STRAIGHT AND SPLIT TICKET VOTING. AMERICAN
POLITICAL SCIENCE REVIEW, LII, 1 (JUNE, 1957), PP. 293-
312.

CAMPBELL, ANGUS, AND STOKES, DONALD E., "PARTISAN ATTITUDES
AND THE PRESIDENTIAL VOTE." AMERICAN VOTING BEHAVIOR.
EDITED BY EUGENE BRUDICK AND ARTHUR J. BRODHECK,

CONVERSE, PHILIP E., AND DUPEUX, GEORGES. "EISENHOWER ET
DE GAULLE: LES GENERAUX DEVANT L'OPINION." REVUE
FRANCAISE DE SCIENCE POLITIQUE, XII, (MARS, 1962), PP.
54-92. ENGLISH VERSION IS ENTITLED "DE GAULLE AND
EISENHOWER: THE PUBLIC IMAGE OF THE VICTORIOUS GENERAL."

CONVERSE, PHILIP E., AND DUPEUX, GEORGES. "DE GAULLE AND
EISENHOWER: THE PUBLIC IMAGE OF THE VICTORIOUS GENERAL."
A CHAPTER IN CAMPBELL, CONVERSE, MILLER, AND STOKES,
ELECTIONS AND THE POLITICAL ORDER. NEW YORK: N.Y.: JOHN
WILEY & SONS, INC., 1966, PP. 292-345. FRENCH VERSION
IS ENTITLED "EISENHOWER ET DE GAULLE: LES GENERAUX
DEVANT L'OPINION."

PUTNAM, ROBERT D., "POLITICAL ATTITUDES AND THE LOCAL
COMMUNITY." AMERICAN POLITICAL SCIENCE REVIEW, LX,
(SEPTEMBER, 1966), PP. 640-54. REPRINTED IN BETTY H.
ZISK, ED., AMERICAN POLITICAL INTEREST GROUPS: READINGS
IN THEORY AND RESEARCH (1969) AND FRED W. GRUPP, JR. AND
MARVIN MAURER, EDs., POLITICAL BEHAVIOR IN THE UNITED
STATES, 1972.

ROBINSON, JOHN P., AND CONVERSE, PHILIP E., "THE IMPACT OF
TELEVISION ON MASS MEDIA USAGE: A CROSS-NATIONAL
COMPARISON. PAPER PRESENTED AT THE SIXTH WORLD CONGRESS OF SOCIOLOGY, EVIAN, FRANCE, SEPTEMBER, 1966, 27 PP.

STOKES, DONALD E., "VOTING RESEARCH AND THE BUSINESSMAN IN POLITICS." ANN ARBOR, MICHIGAN, FOUNDATION FOR RESEARCH ON HUMAN BEHAVIOR, 1960, 39 PP.


>> 1956 SAMPLING INFORMATION

THE INDIVIDUALS INTERVIEWED WERE A REPRESENTATIVE CROSS-SECTION OF PERSONS OF VOTING AGE LIVING IN PRIVATE HOUSEHOLDS IN THE UNITED STATES. THE 12 LARGEST METROPOLITAN AREAS OF THE UNITED STATES WERE Drawn WITH CERTAINTY TO REPRESENT THEMSELVES. THE REST OF THE COUNTRY WAS FORMED INTO 54 STRATA, FROM EACH OF WHICH A PRIMARY SAMPLING UNIT CONSISTING OF A COUNTY OR GROUP OF COUNTIES WAS DRAWN WITH PROBABILITY PROPORTIONAL TO SIZE. THE SELECTION PROCEDURE WITHIN THESE 66 PRIMARY SAMPLING UNITS ULTIMATELY YIELDED A SAMPLE OF PRIVATE HOUSEHOLDS WITHIN WHICH RESPONDENTS WERE DESIGNATED FOR INTERVIEW BY AN OBJECTIVE PROCEDURE OF SELECTION WHICH ALLOWED NO SUBSTITUTIONS.

THE RESPONSE RATE WAS 85%. THE FINAL DATA COMPRISSES 1762 RESPONDENTS; THE REDUCTION FROM THE ORIGINAL SAMPLE OF 2475 INCLUDES EXPECTED LOSSES IN INTERVIEWING PLUS ABOUT 200 RESPONDENTS WHO WERE INTERVIEWED ONLY ONCE AND HENCE WERE NOT INCLUDED IN THE FINAL DATA.

>> 1956 PROCESSING INFORMATION

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 BACK TO THE ORIGINAL INTERVIEW SCHEDULES.

IN USING THIS CODEBOOK SEVERAL FEATURES SHOULD BE NOTED. THE FIRST IS THAT THE HUNDREDS AND TENS DIGITS OF MOST TWO AND THREE DIGIT CODES CAN BE MEANINGFULLY USED ALONE. (THE GAPS THAT APPEAR IN SOME OF THE TWO AND THREE DIGIT STAND-
ARDIZED CODES REPRESENT CODES 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 BACK 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. ALSO NOTE THAT FREQUENCIES FOR MULTIPLE RESPONSE VARIABLES ARE CUMULATIVE.

EACH VARIABLE IS HEADED BY A "VARIABLE NAME" WHICH, IN MOST CASES, CONTAINS SEVERAL ABBREVIATED WORDS. IF NECESSARY THESE ABBREVIATIONS CAN BE TRANSLATED BY REFERRING TO THE NAME AS IT APPEARS IN ITS UNABBREVIATED FORM IN THE TABLE OF CONTENTS BELOW. EACH IS ALSO GIVEN A "VARIABLE NUMBER" AND A "REFERENCE NUMBER" WHICH IN THIS CODEBOOK ARE IDENTICAL. THE DIFFERENCE BETWEEN THE TWO IS NOT MATERIAL EXCEPT IN THE CASE OF FUTURE CUSTOM CODEBOOKS. CERTAIN CODES ARE LABELED MISSING DATA CODES ("MD="). THIS INFORMATION IS USED BY SOME ISR ANALYSIS PROGRAMS. THIS IS THE ONLY MEANING OR USE OF THIS SPECIFICATION; IT DOES NOT MEAN THAT THE USER SHOULD NOT OR CANNOT USE THESE CODES IN A SUBSTANTIVE ROLE IF HE SO DESIRES. "GE," USED IN THE SPECIFICATION OF MISSING DATA CODES, MEANS "GREATER THAN OR EQUAL TO." PLEASE NOTE THAT, IN ANY CASE, FOR MANY USERS THE ONLY CRUCIAL INFORMATION IN THE VARIABLE HEADER IS THE DECK AND COLUMN NUMBER, WHICH ARE FOUND ON THE THIRD LINE ON THE RIGHT.

>> 1956 CODEBOOK INFORMATION

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  
4        NUMERIC  
5    MD=0 OR GE 8  

Page 6
Q. 17. (IF R DID NOT VOTE) WERE YOU REGISTERED (ELIGIBLE) TO VOTE.

                      ...........................................................

                      82    1.  YES
                      149   2.  NO
                      0     8.  DK
                      9     9.  NA
                      422   0.  INAP., R VOTED

Line 2 - VARIABLE NAME. Note that in the codebook the variable name (usually a 'number') does not include the "V" prefix which is used in the release SAS and SPSS data definition files (.sas and .sps files) for all variables including those which do not have 'number' names. For example the variable "VERSION" in the codebook is "VVERSION" in the data definition files.

Line 2 - "NAME". This is the variable label used in the SAS and SPSS data definition files (.sas and .sps files). Some codebooks exclude this.

Line 3 - COLUMNS. Columns in the ASCII data file (.dat file).

Line 4 - CHARACTER OR NUMERIC. If numeric and the variable is a decimal rather than integer variable, the number of decimal places is also indicated (e.g. "NUMERIC DEC 4")

Line 5 - Values which are assigned to missing by default in the Study's SAS and and SPSS data definition files (.sas and .sps files).

Line 7 - Actual question text for survey variables or a description of non-survey variables (for example, congressional district). Survey items usually include the question number (for example "B1a.") from the Study questionnaire; beginning in 1996 non-survey items also have unique item numbers (for example "CSheet.1").

Line 9 - A dashed or dotted line usually separates question text from any other documentation which follows.

Line 10 - When present, annotation provided by Study staff is presented below the question text/description and preceding code values.

Lines 11-16 Code values are listed with descriptive labels. Valid codes (those not having 'missing' status in line 5) are presented first, followed by the values described in line 5. For continuous variables, one line may appear providing the range of possible values. A blank line usually separates the 'valid' and 'missing' values.

Lines 11-16 Marginals are usually provided for discrete variables. The counts may be unweighted or weighted; check the Study codebook.
VARIABLE VARIABLE LABEL
--------- --------------

VERSION NES VERSION NUMBER
DSETNO NES DATASET NUMBER
560001 ICPSR ARCHIVE NUMBER
560002 INTERVIEW NUMBER

STUDY PROCEDURE AND SAMPLING

560003 PRIMARY SAMPLING UNIT AND COUNTY CODE
560004 PLACE (SIZE)
560005 SMA CODE
560006 SAMPLE SPLIT
560007 STATE CODE*
560008 CONGRESSIONAL DISTRICT
560009 DATE INTERVIEW TAKEN
560010 INTERVIEWER
560011 CODERS

ELECTION PREDICTIONS BY RESPONDENT

560012 WHO WILL BE ELECTED PRESIDENT
560013 XCLOSE RACE OR NOT

560014 CARE MUCH WHICH PARTY WINS

THE PARTIES AND THE CANDIDATES

560015 WHAT GOOD ABOUT DEMOCRATS*
560016 WHAT BAD ABOUT DEMOCRATS*
560017 WHAT GOOD ABOUT REPUBLICANS*
560018 WHAT BAD ABOUT REPUBLICANS*
560019 WHY VOTE FOR STEVENSON*
560020 WHY NOT VOTE FOR STEVENSON*
560021 WHY VOTE FOR EISENHOWER*
560022 WHY NOT VOTE FOR EISENHOWER*
560023 PREFERENCE FOR VICE PRESIDENT-KEFAUVER
560024 PREFERENCE FOR VICE PRESIDENT-NIXON
560025 OPINION PRO KEFAUVER-REASONS*
560026 OPINION ANTI KEFAUVER-REASONS*
560027 OPINION PRO NIXON-REASONS*
560028 OPINION ANTI NIXON-REASONS*

DOMESTIC ISSUES AND FOREIGN POLICY

560029 TAX CUT NECESSARY REGARDLESS
560030 XHOW YOU FEEL ABOUT TAX CUT
560031 XPARTY REPRESENTING YOUR VIEW ON TAX CUT
560032 GOVERNMENT OUGHT TO GUARANTEE WORK
560033 XHOW YOU FEEL ABOUT JOB GUARANTEE
560034 XPARTY REPRESENTING YOUR VIEW ON JOB GUARANTEE
560035 ISOLATIONIST POLICY BEST FOR UNITED STATES OF AMERICA
560036 XHOW YOU FEEL ABOUT ISOLATIONISM
560037 XPARTY REPRESENTING YOUR VIEW ON ISOLATIONISM
560038 GOVERNMENT OUGHT TO SUBSIDIZE MEDICAL CARE
560039 XHOW YOU FEEL ABOUT MEDICAL SUBSIDIZATION
560040 WE SHOULD AID UNDERDEVELOPED NATIONS
560041 XPARTY REPRESENTING YOUR VIEW ON MEDICAL SUBSIDIZATION
560042 XOPINION OF AID TO UNDERDEVELOPED NATIONS
560043 XPARTY REPRESENTING YOUR VIEW ON BACKWARD NATIONS
560044 GOVERNMENT INVOLVEMENT IN NEGRO EMPLOYMENT AND HOUSING
560045 XOPINION OF GOVERNMENT INVOLVEMENT IN NEGRO EMPLOYMENT
560046 XPARTY REPRESENTING YOUR VIEW–GOVERNMENT AND NEGRO
560047 GOVERNMENT PREVENTION OF BUSINESS INFLUENCING GOVERNMENT
560048 XOPINION OF BUSINESS INFLUENCING GOVERNMENT
560049 XPARTY REPRESENTING YOUR VIEW–BUSINESS INFLUENCE
560050 COMMUNISTS TOUGH–MUST RECIPROCATE
560051 XNECESSARY USA RECIPROcate HARD LINE
560052 XPARTY REPRESENTING YOUR VIEW–USA RECIPROCATING
560053 NECESSITY GOVERNMENT SCHOOL BUILDING AID
560054 XOPINION GOVERNMENT AID TO EDUCATION
560055 XPARTY REPRESENTING YOUR VIEW–EDUCATION AID
560056 SEND MILITARY AID TO ANTICOMMUNIST NATIONS
560057 XOPINION OF MILITARY AID TO ANTICOMMUNIST NATIONS
560058 XPARTY REPRESENTING YOUR VIEW–MILITARY AID
560059 GOVERNMENT INTERVENTION IN HOUSING AND UTILITIES–BAD
560060 XOPINION GOVERNMENT INTERVENTION IN HOUSING
560061 XPARTY REPRESENTING YOUR VIEW–GOVERNMENT INTERVENTION
560062 GOVERNMENT PREVENTION OF LABOR INFLUENCING GOVERNMENT
560063 XOPINION OF PREVENTING LABOR INFLUENCING GOVERNMENT
560064 XPARTY REPRESENTING YOUR VIEW–LABOR INFLUENCE
560065 NECESSARY USA BEFRIEND NATIONS
560066 XOPINION ON BEFRIENDING NATIONS
560067 XPARTY REPRESENTING YOUR VIEW–BEFRIENDING NATIONS
560068 NECESSARY TO FIRE SUSPECTED COMMUNISTS
560069 XOPINION OF DISMISSING SUSPECTED COMMUNISTS
560070 XPARTY REPRESENTING YOUR VIEW–POSSIBLE COMMUNISTS
560071 AID TO NATIONS NOT DEFINITELY ANTICOMMUNIST
560072 XOPINION ON AID TO NATIONS NOT ANTICOMMUNIST
560073 XPARTY REPRESENTING YOUR VIEW–AID TO NATIONS
560074 GOVERNMENT INTERVENTION IN SCHOOL DESEGREGATION
560075 XOPINION OF INTERVENTION IN SCHOOL DESEGREGATION
560076 XPARTY REPRESENTING YOUR VIEW–SCHOOL DESEGREGATION

FINANCIAL SITUATION OF FAMILY UNIT OR R

560077 ARE YOU SATISFIED FINANCIALLY
560078 HAS FINANCIAL SITUATION IMPROVED, WORSE
560079 HOW IS THAT (FINANCIAL SITUATION)
560080 FUTURE FINANCIAL PROSPECTS
560081 HOW IS THAT (FUTURE FINANCIAL)
560082 WHAT FINANCIAL EFFECT OF ELECTION
560083 XFARM REFERENCE–FINANCIAL EFFECT

WAR

560084 DEGREE OF CONCERN–USA HAVING A WAR
560085 HAS PROBLEM OF WAR LESSENED
560086 WHICH PARTY BEST AVOIDS WAR
560087 X WHY –?– PARTY BEST AVOIDS WAR

PARTY IDENTIFICATION
ARE YOU A DEMOCRAT, REPUBLICAN OR WHAT*
HAS YOUR PARTY IDENTIFICATION CHANGED
WHEN DID YOU CHANGE-NEW*
WHEN DID YOU CHANGE-OLD
WHAT MADE YOU CHANGE*

VOTING BEHAVIOR

ALWAYS VOTE IN PRESIDENTIAL ELECTIONS
ALWAYS VOTE FOR SAME PARTY
HOW VOTE IN 1948 PRESIDENTIAL ELECTION
HOW VOTE IN 1952 PRESIDENTIAL ELECTION
PAY ANY ATTENTION TO POLITICAL CAMPAIGNS
YOU REGISTERED FOR NOVEMBER ELECTION
YOU GOING TO VOTE IN NOVEMBER
HOW VOTE THIS PRESIDENTIAL ELECTION
MOST IMPORTANT REASON VOTING FOR---*
HAS EISENHOWER'S HEALTH MADE A Difference
XFRAME OF REFERENCE-EISENHOWER'S HEALTH
HOW VOTE THIS PRESIDENTIAL ELECTION
MOST IMPORTANT REASON VOTING FOR---*
HAS EISENHOWER'S HEALTH MADE A Difference
XFRAME OF REFERENCE--EISENHOWER'S HEALTH

POLITICAL EFFICACY AND CITIZEN DUTY

PEOPLE HAVE NO SAY IN GOVERNMENT
VOTING THE ONLY WAY TO INFLUENCE GOVERNMENT
IF PARTY CAN'T WIN-NEEDN'T VOTE
ONE VOTE UNIMPORTANT IN TOTAL VOTE
POLITICS TOO COMPLICATED TO UNDERSTAND
NO CARE- NEEDN'T VOTE IN ELECTION
LOCAL ELECTIONS UNIMPORTANT
PEOPLE'S OPINION IS UNIMPORTANT TO GOVERNMENT

CODER ESTIMATE OF VOTING BEHAVIOR

CODER ESTIMATE OF RESPONDENT'S VOTE
CODER ESTIMATE WHY RESPONDENT VOTING---PARTY
CODER ESTIMATE WHY RESPONDENT VOTING DEMOCRATIC
CODER ESTIMATE WHY RESPONDENT VOTING REPUBLICAN

PERSONAL DATA

RESPONDENT'S OCCUPATION*
INDUSTRY*
SELF EMPLOYED OR NOT
RESPONDENT'S OCCUPATION IF UNEMPLOYED OR RETIRED*
XINDUSTRY CODE FOR UNEMPLOYED OR RETIRED RESPONDENT*
HEAD OF HOUSEHOLD'S OCCUPATION--USE OCCUPATION CODE*
XINDUSTRY CODE FOR HEAD OF HOUSEHOLD'S OCCUPATION*
XIS HEAD OF HOUSEHOLD SELF-EMPLOYED
HEAD OF HOUSEHOLD'S OCCUPATION IF UNEMPLOYED OR RETIRED*
XINDUSTRY CODE FOR UNEMPLOYED OR RETIRED HEAD*
ANYONE IN HOUSEHOLD IN A LABOR UNION
XWHAT UNION IS THAT*
YOU PROTESTANT, CATHOLIC OR JEWISH
HOW OFTEN ATTEND CHURCH

COGNITIONS ABOUT VOTING BEHAVIOR OF VARIOUS GROUPS

560134 XPERCEIVED FARMERS' VOTE
560135 XREASONS FARMERS' VOTING--PARTY
560136 XREASONS FOR FARMER'S VOTE
560137 XFARMER--LOCAL VOTE SAME AS NATIONAL
560138 XREASONS LOCAL FARMERS VOTE DIFFERENT
560139 XFARMER LEADERS--VOTE DEMOCRATIC OR REPUBLICAN
560140 XWHICH FARM LEADERS REFERRED TO
560141 XGOVERNMENT SUBSIDIZATION OF FARM PRODUCE--GOOD
560142 XPERCEIVED WORKING CLASS VOTE
560143 XREASONS FOR WORKING CLASS VOTE
560144 XREASONS-WORKING CLASS VOTE--SECOND CODE
560145 XPERCEIVED MIDDLE CLASS VOTE
560146 XREASONS FOR MIDDLE CLASS VOTE
560147 XREASONS-MIDDLE CLASS VOTE--SECOND CODE
560148 XPERCEIVED VOTE OF OWN LABOR UNION LEADERS
560149 XPERCEIVED LABOR UNION VOTE
560150 XREASONS FOR LABOR UNION VOTE
560151 XOWN UNION VOTE--SAME OR DIFFERENT
560152 XWHY OWN VOTE DIFFERENT
560153 XPERCEIVED VOTE OF OWN LABOR UNION
560154 XREASONS FOR OWN UNION VOTE
560155 XSUMMARY CODE--NEGATIVE UNION REFERENCES
560156 XPERCEIVED NEGRO VOTE
560157 XREASONS FOR NEGRO VOTE
560158 XPERCEIVED VOTE OF NEGRO LEADERS
560159 XREFERENCE TO PARTICULAR LEADERS OR ORGANIZATIONS
560160 XPERCEIVED PROTESTANT VOTE (ASKED OF CATHOLICS)
560161 XPERCEIVED CATHOLIC VOTE
560162 XREASONS FOR CATHOLIC VOTE
560163 XPERCEIVED VOTE OF CATHOLIC LEADERS
560164 XREFERENCE TO PARTICULAR LEADERS OR ORGANIZATIONS
560165 XCONTENT CODE FOR CATHOLICS
560166 XPERCEIVED PROTESTANT VOTE (ASKED OF JEWS)
560167 XPERCEIVED JEWISH VOTE
560168 XREASONS FOR JEWISH VOTE
560169 XPERCEIVED VOTE OF JEWISH LEADERS
560170 XREFERENCE TO PARTICULAR LEADERS OR ORGANIZATIONS

PERSONAL DATA (CONT.)

560171 SEX*
560172 RACE*
560173 NUMBER OF ADULTS IN HOUSEHOLD
560174 RELATIONSHIP OF RESPONDENT TO HEAD OF HOUSEHOLD
560175 AGE OF RESPONDENT
560176 AGE OF HEAD OF HOUSEHOLD
560177 MARITAL STATUS*
560178 NUMBER OF CHILDREN UNDER 18 IN FAMILY
560179 XAGE OF YOUNGEST CHILD
560180 LIFE CYCLE
560181 EDUCATION OF RESPONDENT*
560182 WHERE WERE YOU BORN*
560183 RESPONDENT'S PARENTS, GRANDPARENTS-NATIVE OR FOREIGN
560184 XPLACE OF BIRTH OF RESPONDENT, FATHER OR GRANDPARENTS-IF FOREIGN

Page 11
int1956.txt
560185 XPLACE OF BIRTH OF RESPONDENT'S MOTHER, MOTHER'S PARENTS
560186 XPLACE OF BIRTH OF GRANDFATHER
560187 PLACE OF BIRTH OF GRANDMOTHER
560188 AREA OF USA RESPONDENT GREW UP IN*
560189 WHERE RAISED (FARM, CITY-)
560190 TOTAL FAMILY INCOME*
560191 PERCENT OF FAMILY INCOME EARNED BY HEAD OF HOUSEHOLD*

POST ELECTION

STUDY PROCEDURE
560192 INTERVIEWER
560193 DATE SECOND INTERVIEW TAKEN
560194 CODER
560195 INTERVIEW FORM

MASS MEDIA USAGE
560196 READ ABOUT CAMPAIGN IN PAPER
560197 WHICH PAPER READ MOST
560198 HEAR ABOUT CAMPAIGN ON RADIO
560199 SEE MUCH OF CAMPAIGN ON TELEVISION
560200 READ ABOUT CAMPAIGN IN MAGAZINES
560201 WHICH MEDIA MOST INFORMATIVE*
560202 XPAPERS FAIR TO BOTH SIDES

VOTING BEHAVIOR
560203 RESPONDENT'S ACTUAL OR INTENDED VOTE
560204 REASONS FOR ACTUAL OR INTENDED VOTE*
560205 WHY DIDN'T YOU VOTE
560206 WHEN DECIDE ON VOTING PREFERENCE
560207 CONSIDERED VOTING FOR OPPOSITE CANDIDATE
560208 WHY NOT VOTE FOR OPPOSITE CANDIDATE
560209 YOUR VOTE BEST, NO DIFFERENCE--
560210 DEGREE OF CARE ABOUT VOTING
560211 HOW VOTE FOR UNITED STATES SENATOR
560212 HOW VOTE FOR UNITED STATES CONGRESSMAN
560213 WHICH PARTY VOTER FOR UNITED STATES CONGRESSMAN
560214 WHICH PARTY VOTE IN STATE AND LOCAL ELECTIONS

POLITICAL ACTIVITY
560215 YOU TRY TO INFLUENCE OTHERS VOTE
560216 CONTRIBUTE MONEY TO ANY CAMPAIGN
560217 EVER GO TO POLITICAL MEETINGS
560218 WORK FOR A POLITICAL PARTY
560219 YOU A MEMBER OF A POLITICAL ORGANIZATION
560220 DISPLAY CAMPAIGN SLOGANS
560221 PARTY MEMBER CONTACT YOU
560222 WHAT ASPECT OF VOTE DISCUSSION

PERSONAL DATA
560223 RESPONDENT'S PERCEIVED SOCIAL CLASS
PERCEIVED POSITION IN CLASS CHOSEN
PERCEIVED SOCIAL CLASS OF FAMILY
XMARITAL STATUS*
XPARTY VOTE OF MATE
AGE-FIRST FULL TIME JOB OF HEAD OF HOUSEHOLD
RESPONDENT'S OR HEAD OF HOUSEHOLD'S FIRST FULL TIME OCCUPATION*
RESPONDENT'S OR HEAD OF HOUSEHOLD'S FIRST FULL TIME INDUSTRY*
ANNUAL INCOME OF FIRST FULL TIME JOB
XPERCENT TIME SPENT FARMING
OWN FARM-MANAGE, RENT--
XHOW MUCH LAND IS farmed
WHAT KIND OF FARMING IS DONE GENERALLY*
PRODUCE PRICES-SAME, RISEN
EFFECT OF GOVERNMENT POLICY ON PRICE
FEELING TOWARDS VARIOUS GROUPS AND THEIR POLITICAL ACTIVITY
XFEEL CLOSEST TO FARMERS OR NOT
XMUCH INTEREST IN THE WELFARE OF FARMERS
YOU, HEAD OF HOUSEHOLD, A MEMBER OF A FARM ORGANIZATION
XDEGREE OF INTEREST IN ORGANIZATION
XFARM PRESSURE ON CONGRESS-GOOD
XFARM ORGANIZATION ASSISTANCE TO CANDIDATES-GOOD
TIME RESPONDENT OR HEAD OF HOUSEHOLD WITH UNION
XFEEL CLOSE TO LABOR UNION
XMUCH INTEREST- LABOR UNION WELFARE
RESPONDENT'S, MEMBERS', INTEREST IN LABOR UNION
LABOR UNION PRESSURE ON CONGRESS-GOOD
LABOR UNION ASSISTANCE TO CANDIDATES-GOOD
XFEEL CLOSEST TO NEGROES OR NOT
XMUCH INTEREST IN WELFARE OF NEGROES
NEGRO PRESSURE ON CONGRESS-GOOD
NEGRO ORGANIZATION ASSISTANCE TO CANDIDATES-GOOD
XFEEL CLOSEST TO CATHOLICS
XMUCH INTEREST IN WELFARE OF CATHOLICS
CATHOLIC PRESSURE ON CONGRESS-GOOD
CATHOLIC ORGANIZATION ASSISTANCE TO CANDIDATES-GOOD
XFEEL CLOSEST TO JEWS
XMUCH INTEREST IN WELFARE OF JEWS
JEISH PRESSURE ON CONGRESS-GOOD
JEISH ORGANIZATION ASSISTANCE TO CANDIDATES-GOOD
DEGREE OF TRUST IN VETERANS
DEGREE OF TRUST IN PROTESTANT GROUPS
DEGREE OF TRUST IN FARM GROUPS
DEGREE OF TRUST IN NEGRO GROUPS
DEGREE OF TRUST IN BUSINESS GROUPS
DEGREE OF TRUST IN JEWISH GROUPS
DEGREE OF TRUST IN COLLEGE GROUPS
DEGREE OF TRUST IN LABOR UNIONS
DEGREE OF TRUST IN CATHOLIC GROUPS

CONSERVATISM (MCCLOSKY)

PREFER PRACTICAL MAN TO INTELLECTUAL
CHANGE MAKES THINGS WORSE
LONG GROWTH BRINGS WISDOM
STAYING WITH THE KNOWN BEST
FOREFATHERS KNEW BEST
WISE MEN ARE OLDER MEN

AUTHORITARIANISM (MODIFIED F SCALE)
SOCially, INTELLECTUAL SUPERIOR TO MANUFACTURER
SCIENCE MAY CONTRADICT OUR BELIEFS
NATURE OF MAN NECESSITATES WAR
ATTENTION TO UNPOPULAR IDEAS IS IMPORTANT
YOUNGSTERS NEED STRICT DISCIPLINE
FAILURES LACK WILLPOWER
ASTROLOGY CAN'T EXPLAIN ANYTHING
SEX CRIMINALS NEED WHIPPING
DESTRUCTIVE URGES LEARNED, NOT INBORN
A GOOD JOB NEEDS DETAILED SPECIFICATIONS

PERSONAL EFFECTIVENESS
IT'S BEST TO DECIDE IMMEDIATELY THAN TO PLAN
LIFE WILL WORK OUT ALL RIGHT
BAD LUCK CHARACTERIZES MY LIFE
NO TROUBLE WITH IMPORTANT DECISIONS
MY WILLPOWER IS ABOVE AVERAGE
CHANGE MAKES PLANNING USELESS
I ALWAYS FEEL CONFIDENT
NO USE TO TRY IN LIFE

AGE OF RESPONDENT—DISCREET YEARS

POLITICAL EFFICACY INDEX
INVOLVEMENT INDEX
OCcupation OF RESPONDENT'S FATHER