

Part III: 1958-1967

The Call of the Day is Charge!

“KENNEDY’S VICTORY WON BY CLOSE MARGIN; HE PROMISES FIGHT FOR WORLD FREEDOM”

THE NEW YORK TIMES
NOVEMBER 10, 1960

“U.S. PLANES ATTACK NORTH VIETNAM BASES; PRESIDENT ORDERS ‘LIMITED’ RETALIATION AFTER COMMUNISTS’ PT BOATS RENEW RAIDS”

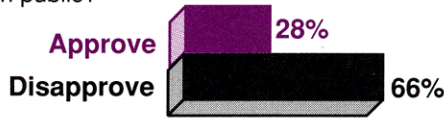
THE NEW YORK TIMES
AUGUST 5, 1964

“TWO GEMINIS FLY 6-10 FEET APART IN MAN’S FIRST SPACE RENDEZVOUS; CREWS, FACE TO FACE, TALK BY RADIO”

THE NEW YORK TIMES
DECEMBER 15, 1965

Popular Culture and Style

Question: Do you approve or disapprove of women wearing shorts in public?



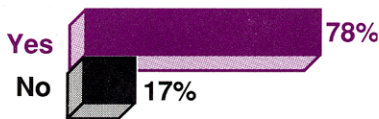
10/19-24/61

Question: Do you approve or disapprove of women wearing slacks in public?



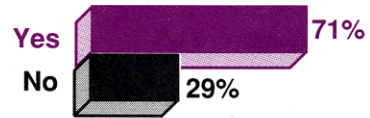
10/19-24/61

Question: As you know, many boys today wear their hair very long. Do you think schools should require boys to keep their hair cut short?



9/16-21/65

Question: Would you object to a daughter of yours wearing a miniskirt or not?



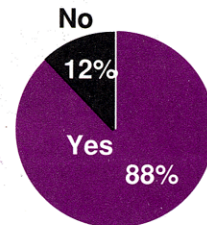
5/11-16/67

Question: Which of these things do you think are in bad taste?

Women who wear hair-curlers in public	63%
Women who wear shorts in public	60%
Women who smoke while driving or walking	51%
Women who squeeze up to the driver of a car	48%
Men who wear sport shirts in churches	47%
Women who wear stretch pants or slacks in public	44%
Men who do not stand up when a woman enters the room	43%
Men who wear beards	37%
Men who don't wear their coats in restaurants	21%
Men who work around the house in undershirts	19%

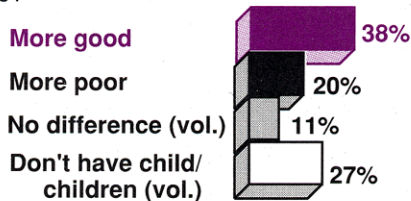
2/10-15/66

Question: Do you have a television in your home?



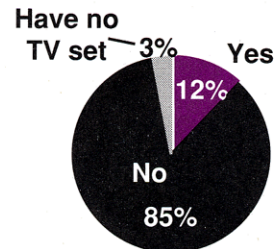
7/10-15/58

Question: In general, would you say that television has been more of a good influence on your own children or more of a poor influence?



2/8-13/62

Question: Do you happen to have a color (television) set?



12/31-1/5/66

Question: Did you happen to take a vacation or vacations away from home this summer?



9/21-26/61

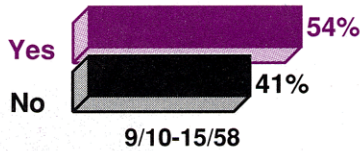
Question: Aside from any work you do, here at home or at a job, do you do anything regularly—that is on a daily basis—that helps you to keep physically fit?



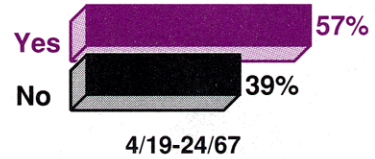
10/19-24/61

Social Issues

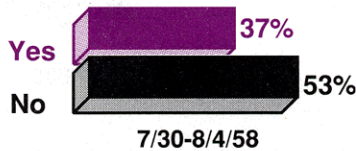
Question: If your party nominated a woman for president, would you vote for her if she seemed qualified for the job?



Question: If your party nominated a woman for president, would you vote for her if she were qualified for the job?



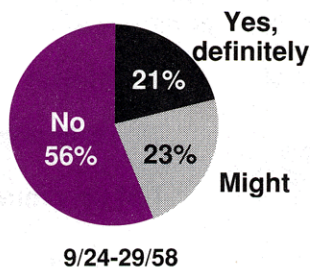
Question: ...If your party nominated a generally well-qualified man for president, would you vote for him...if he happened to be a Negro?



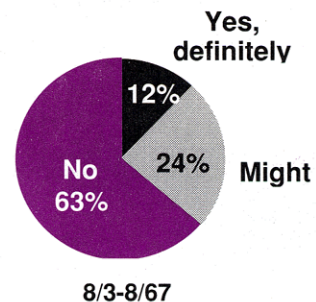
Question: ...If your party nominated a generally well-qualified man for president and he happened to be a Negro, would you vote for him?



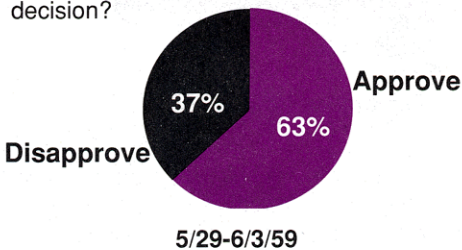
Question: If colored people came to live next door, would you move?



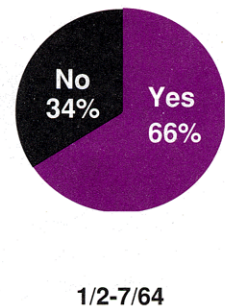
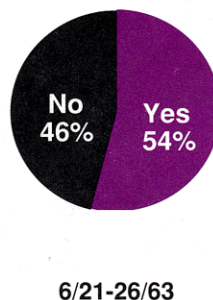
Question: If colored people came to live next door, would you move?



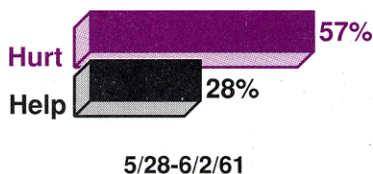
Question: The US Supreme Court has ruled that racial segregation in the public schools is illegal. This means that all children no matter what their race, must be allowed to go to the same schools. Do you approve or disapprove of this decision?



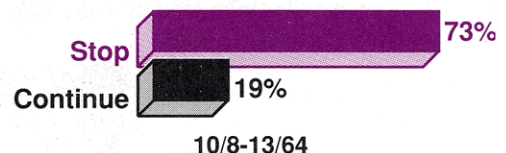
Question: How would you feel about a law which would give all persons—Negro as well as white—the right to be served in public places such as hotels, restaurants, theaters, and similar establishments—would you like to see Congress pass such a law, or not?



Question: Do you think 'sit-ins' at lunch counters, 'freedom buses,' and other demonstrations by Negroes will hurt or help the Negroes' chances of being integrated in the South?

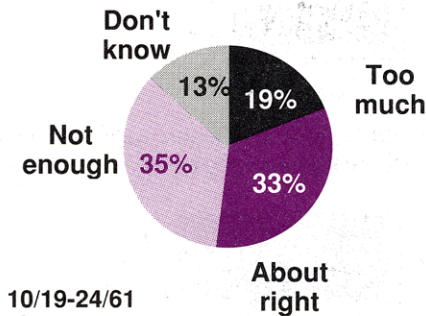


Question: People have different views about the Negro demonstrations. With which view do you agree: Some people say the Negroes should stop their demonstrations now that they have made their point...others say they have to continue...in order to achieve better jobs...housing...schooling?

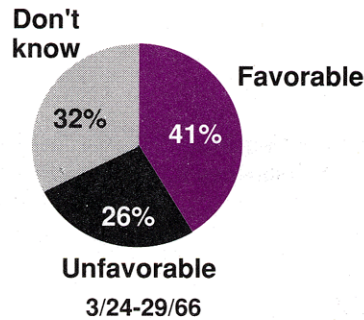


Public Policy

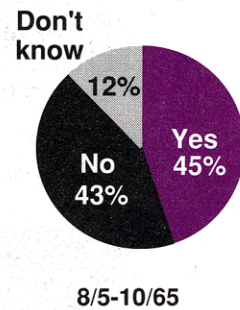
Question: Do you think that the government in Washington is spending too much tax money for welfare programs to help the people in the US or do you think it isn't spending enough?



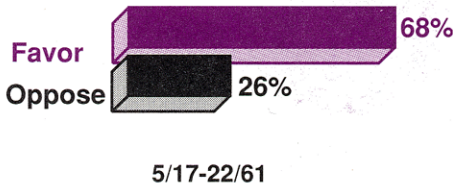
Question: Overall, do you have a favorable or unfavorable opinion of the anti-poverty program nationwide?



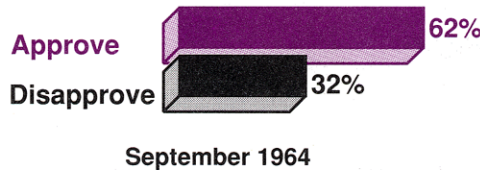
Question: Do you think an anti-poverty program is needed in this community?



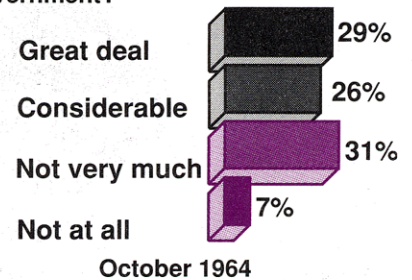
Question: Would you favor or oppose having the Social Security tax increased in order to pay for old age medical insurance?



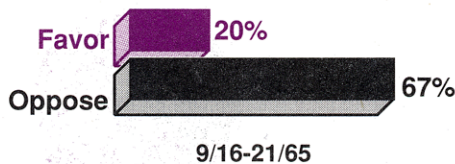
Question: Congress has been considering a compulsory medical insurance program covering hospital and nursing home care for the elderly. This Medicare program would be financed out of increased Social Security taxes. In general, do you approve or disapprove of this program?



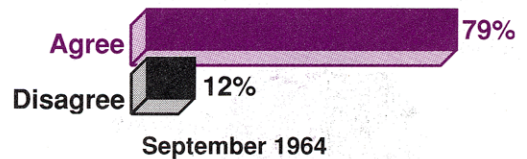
Question: ...Are you concerned about these problems a great deal, considerably, not very much, or not at all...**The trend toward a more powerful federal government?**



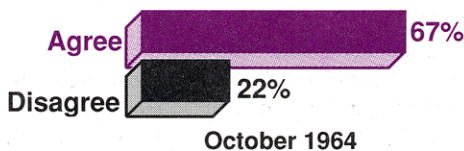
Question: It has been proposed that instead of relief and other welfare payments, the government guarantee every family a minimum annual income. Would you favor or oppose this plan?



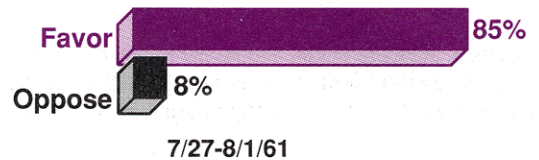
Question: We should rely more on individual initiative and ability and not so much on governmental welfare programs.



Question: [Do you agree or disagree with the following statement]...The relief rolls are loaded with chiselers and people who just don't want to work?



Question: ...If men on relief, who are physically able to work, cannot find jobs, then they must work for the city on streets, parks and the like. Would you favor or oppose this plan for this area?

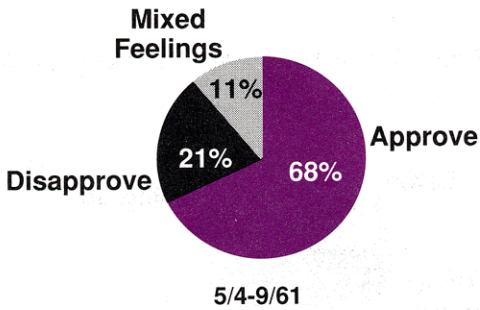


Question: ...All men on relief who are physically able to work must take any job offered which pays the going wage. [Do]...you favor or oppose this plan for this area?

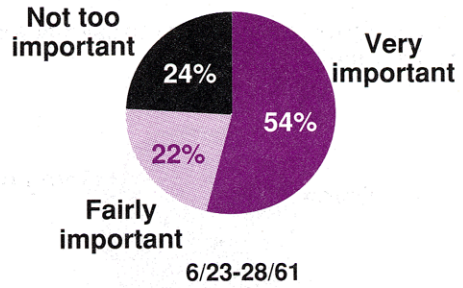


The Call is "Charge!": 1958-67

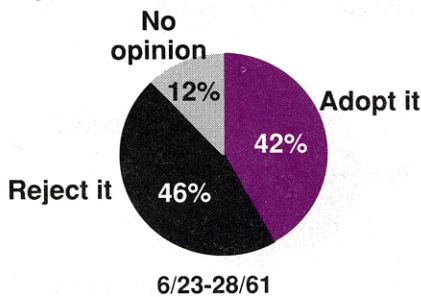
Question: What are your reactions to the US attempt to send a man into space?



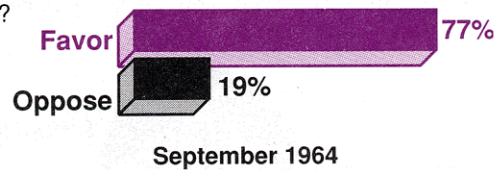
Question: How important do you think it is for the United States to be ahead of Russia in space exploration...?



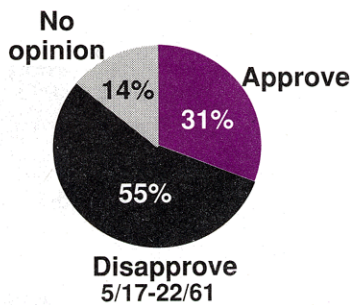
Question: Congress has been asked to approve a program, costing 7 to 9 billion dollars during the next five years, to enable the US to send a man to the moon and bring him back safely. Do you think Congress should adopt the program or reject it?



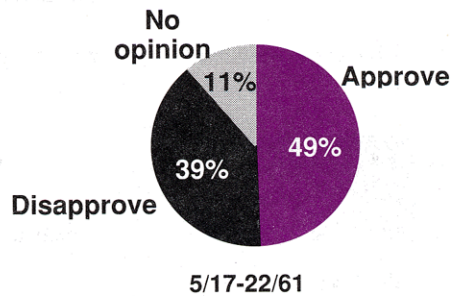
Question: The US Supreme Court has held that prayers in public schools are unconstitutional because they violate the doctrine of separation of church and state. Would you favor or oppose a constitutional amendment to legalize prayers in public schools?



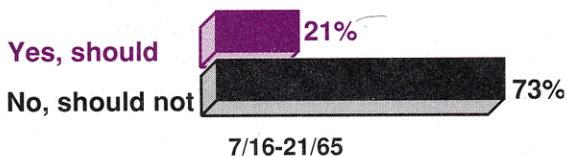
Question: Would you approve or disapprove of placing greater curbs, or controls, on what newspapers print?



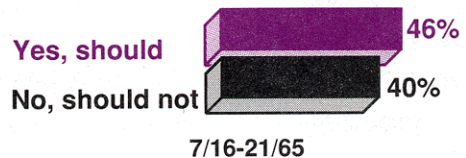
Question: Would you approve or disapprove of placing greater curbs, or controls, on the programs television and radio stations present on the air?



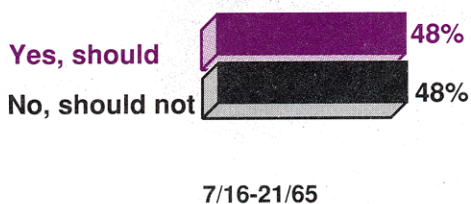
Question: Do you think members of the communist party should be permitted to vote, or not?



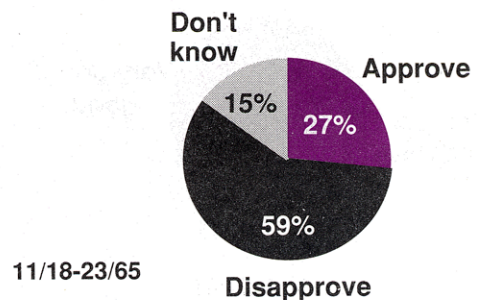
Question: How about members of the Ku-Klux-Klan. Do you think they should be allowed to vote, or not?



Question: Do you think people who cannot read or write English should be permitted to vote or not?

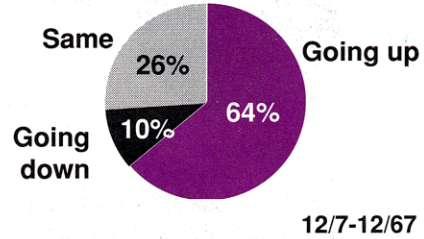
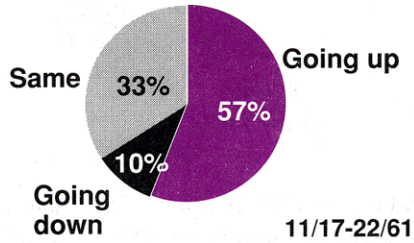


Question: The Supreme Court has ruled that a law requiring all Communists to register with the government is unconstitutional on the grounds that this law would force a man to testify against himself. Do you approve or disapprove of the Supreme Court's decision in this case?

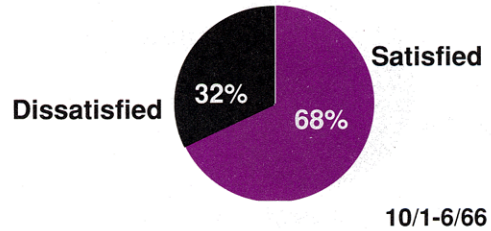
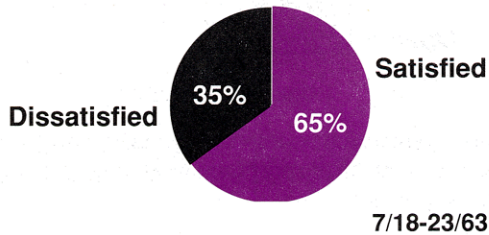


The Economy

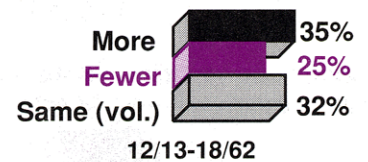
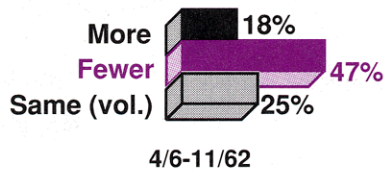
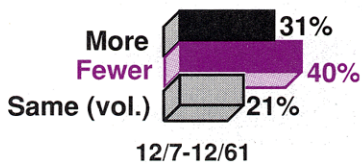
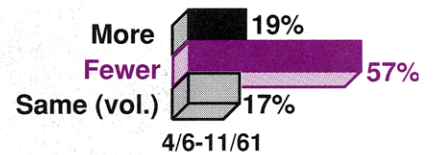
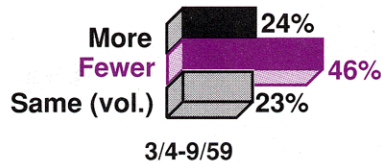
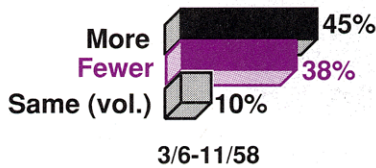
Question: Speaking generally, would you say that your standard of living—things you can buy and do—is going up, going down, or remaining the same?



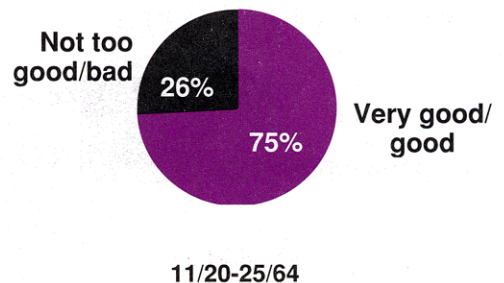
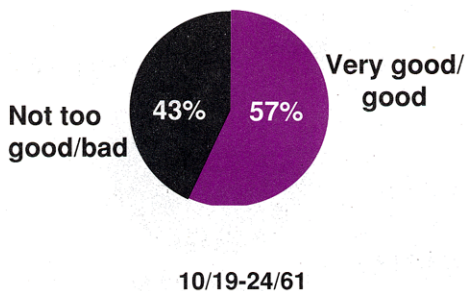
Question: On the whole, would you say that you are satisfied or dissatisfied with your family income?



Question: Do you think there will be more people out of work, or fewer people out of work in this community in the next six months?

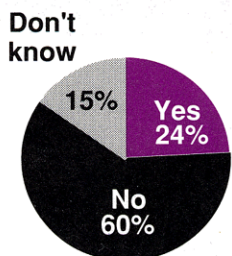


Question: How do you size up business conditions in this locality—would you say they are very good, good, not too good, or bad?

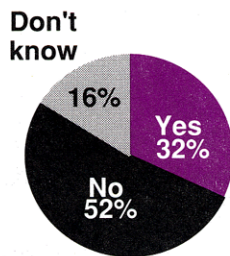


Foreign Affairs

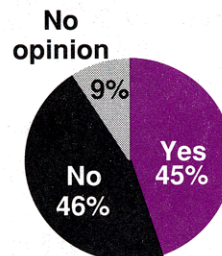
Question: In view of the developments since we entered the fighting in Vietnam, do you think the US made a mistake sending troops to fight in Vietnam?



8/27-9/1/65



1/26-31/67

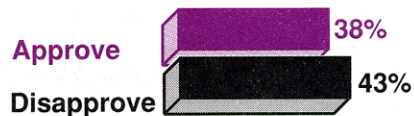


12/7-12/67

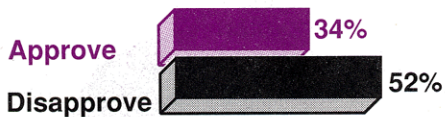
Question: Do you approve or disapprove of the way **Johnson** is handling the situation in Vietnam?



12/11-16/65



1/7-12/67

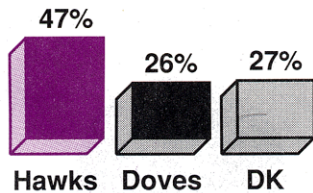


7/13-18/67



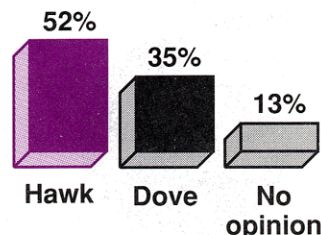
9/14-19/67

Question: Are you more inclined to agree with the 'hawks' or the 'doves' on the issue of fighting in Vietnam?



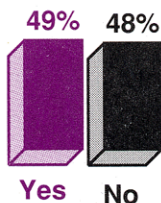
3/24-29/66

Question: ...People are called 'hawks' if they want to step up our military effort in Vietnam. They are called 'doves' if they want to reduce our military effort in Vietnam. How would you describe yourself—as a 'hawk' or a 'dove'?



12/7-12/67

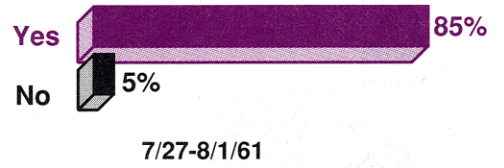
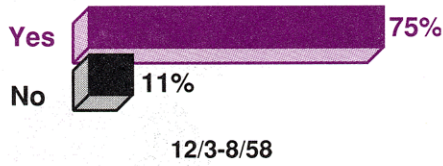
Question: Do you feel that you have a clear idea of what the Vietnam War is all about—that is, what we are fighting for?



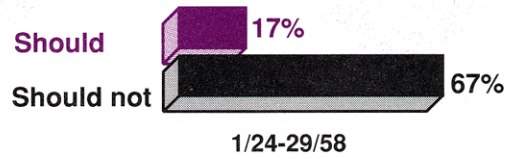
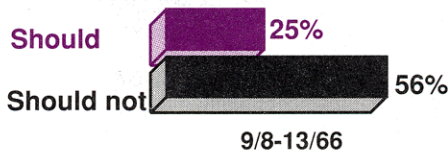
5/11-16/67

Foreign Affairs

Question: Do you think we should keep American forces in Berlin—along with British and French forces—even at the risk of war?

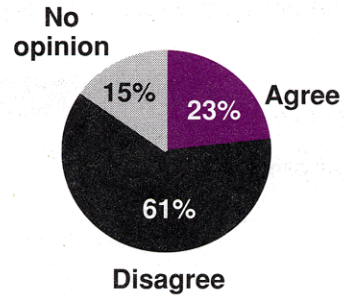


Question: Do you think Communist China should or should not be admitted as a member of the United Nations?



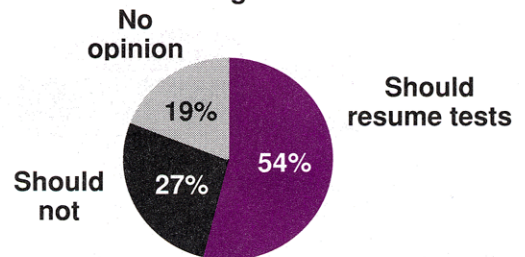
Question: Some people say that the US should send our armed forces into Cuba to help overthrow Castro. Do you agree or disagree?

9/20-25/62

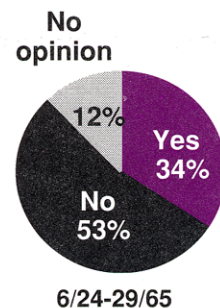
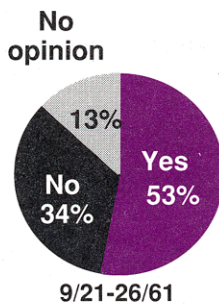
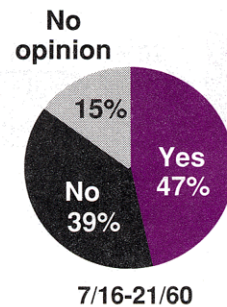
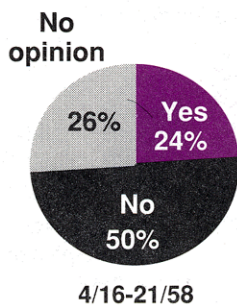


Question: Since November 1958, the US and Russia have been trying to reach a permanent agreement on the control and inspection of nuclear bomb tests. During this period each country voluntarily agreed not to conduct any tests, but no permanent agreement has been reached. Do you think the US should resume tests at this time, or not?

6/23-28/61

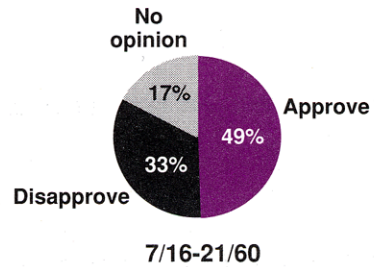
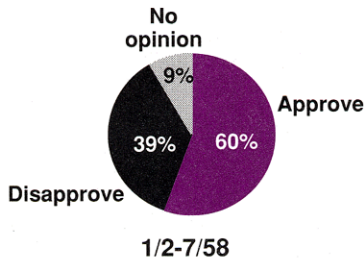


Question: Do you think we are likely to get into another world war in the next five years?

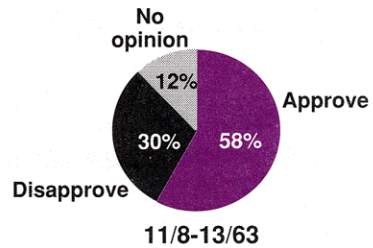
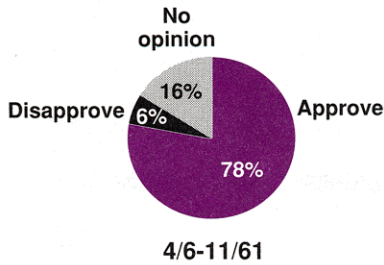


Presidents, Parties, and Ideology

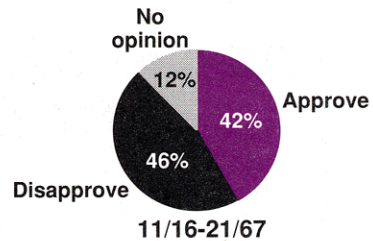
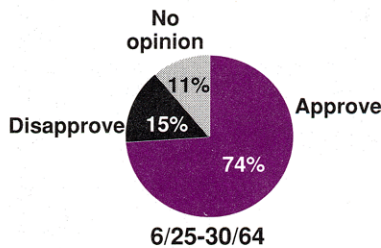
Question: Do you approve or disapprove of the way **Eisenhower** is handling his job as president?



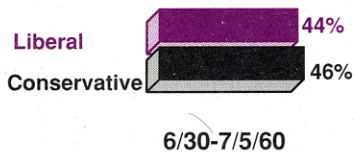
Question: Do you approve or disapprove of the way **Kennedy** is handling his job as president?



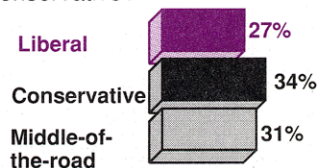
Question: Do you approve or disapprove of the way **Johnson** is handling his job as president?



Question: Suppose there were only two major parties in the US, one for liberals and one for conservatives, which one would you be most likely to prefer?



Question: How would you describe yourself...very liberal, moderately liberal, middle-of-the-road, moderately conservative, or very conservative?



Note: Responses of "very/moderately liberal" and "moderately/very conservative" have been combined.

September 1964

Party Identification

