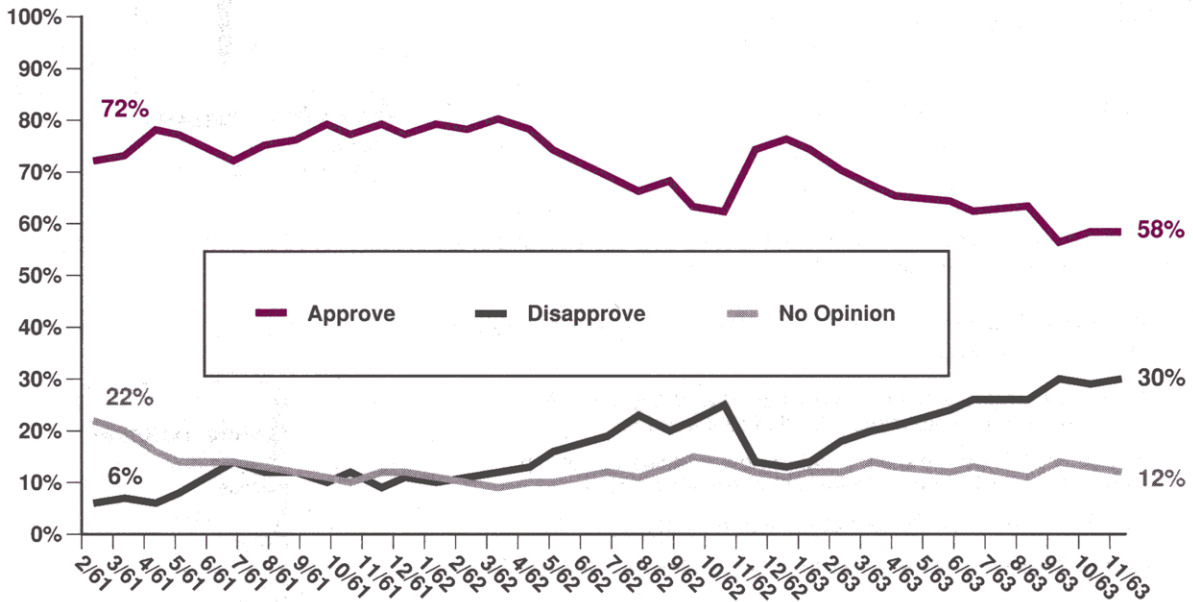


# Kennedy as President: Views When He Was in Office

## Strong Marks

Question: Do you approve or disapprove of the way (President) Kennedy is handling his job as President?



### 1961

	Republican	Democrat	Independent
<b>February</b>			
Approve	52%	85%	67%
Disapprove	14	2	6
No opinion	34	13	27
<b>July</b>			
Approve	60	86	70
Disapprove	23	4	14
No opinion	17	10	16

### 1962

<b>January</b>			
Approve	59	91	74
Disapprove	24	2	11
No opinion	17	7	15
<b>June</b>			
Approve	44	84	64
Disapprove	41	5	26
No opinion	15	10	10

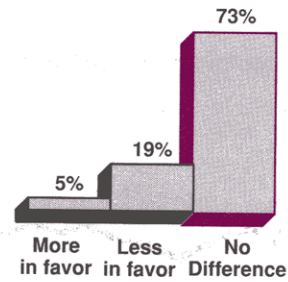
### 1963

<b>January</b>			
Approve	53	86	72
Disapprove	35	4	12
No opinion	12	10	16
<b>August</b>			
Approve	45	77	55
Disapprove	42	15	31
No opinion	13	9	15
<b>November</b>			
Approve	31	79	52
Disapprove	56	12	34
No opinion	13	8	14

Source: Surveys by the Gallup Organization, latest that of November 8-13, 1963.

# The Issue of Kennedy's Catholicism in the 1960 Race

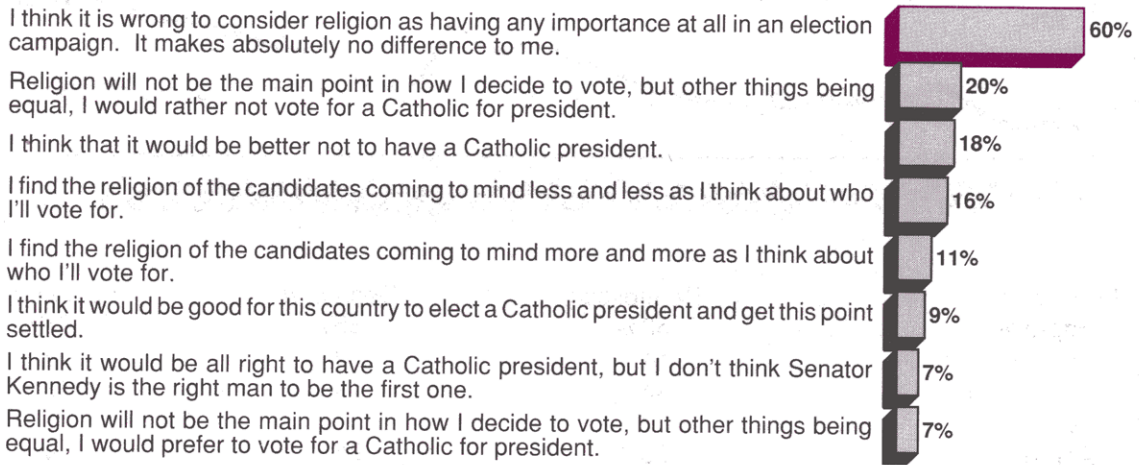
**Question:** As you know, Senator Kennedy is a Catholic. Has this fact made you more in favor of him, less in favor of him, or hasn't it make any difference at all?



**Source:** Survey by the Gallup Organization, October 18-23, 1960.

**Question:** Whether we like it or not, religion seems to be one of the issues in the coming (1960 presidential) election. Would you read over these statements and call off all the ones that describe how you feel on this subject?

**Note:** This interview was conducted in person, and the respondent was shown a card with the following responses to choose from. Multiple responses were allowed.



**Source:** Survey by the Roper Organization for CBS News, October 22-24, 1960.

## “Who Won” The Four Kennedy-Nixon Debates? The Findings of Four National Polls

The Consensus Was That Kennedy Gained From the First Debate and That, While Nixon Got Good Marks for the Others, Kennedy Had the Edge Overall

Survey Organization	Core of the Question	First Debate		Second Debate		Third Debate		Fourth Debate		All Debates	
		Nixon	Kennedy	Nixon	Kennedy	Nixon	Kennedy	Nixon	Kennedy	Nixon	Kennedy
Gallup Poll	“Better job”	23%	43%	-	-	-	-	-	-	30%	42%
Kraft	“Who won the issues”	31	40	42%	41%	39%	34%	-	-	30	42
ORC	“Best job stating his case”	25	39	31	36	46	28	39%	35%	-	-
Roper	“Best job”	-	-	-	-	-	-	31	36	21	37

**Note:** All four polls reported here were done nationally with large samples ranging from 1,500 to 8,000. The Gallup Poll, The John F. Kraft Poll, and the Elmo Roper & Associates Poll all used modified area samples. The Opinion Research Corporation (ORC) Poll used a probability sample of the general public with four call-backs.

**Source:** Sidney Kraus, editor, *The Great Debates: Kennedy vs. Nixon, 1960* (Indiana University Press, 1962, 1977), pp. 196-197.

# Not Only Was 1960 a Close Election, But Voters Were Often Quite Evenly Divided, or Undecided, As To Which Candidate Would Be Better as President On the Various Issues

## Gallup Poll of October 18-23, 1960

**Question:** Which of these two men, Nixon or Kennedy, if elected president, do you think would do the most effective job of handling these problems?

	Nixon	Kennedy	No difference
Keeping the country prosperous	33%	45%	13%
Dealing with the threat of inflation and increases in the cost of living	37	40	14
The farm problem	27	43	14
Preventing tax increases	36	30	22
Dealing with Russia's leaders	43	39	10
Keeping the US out of World War III	41	27	21
Racial integration in the schools	24	35	26

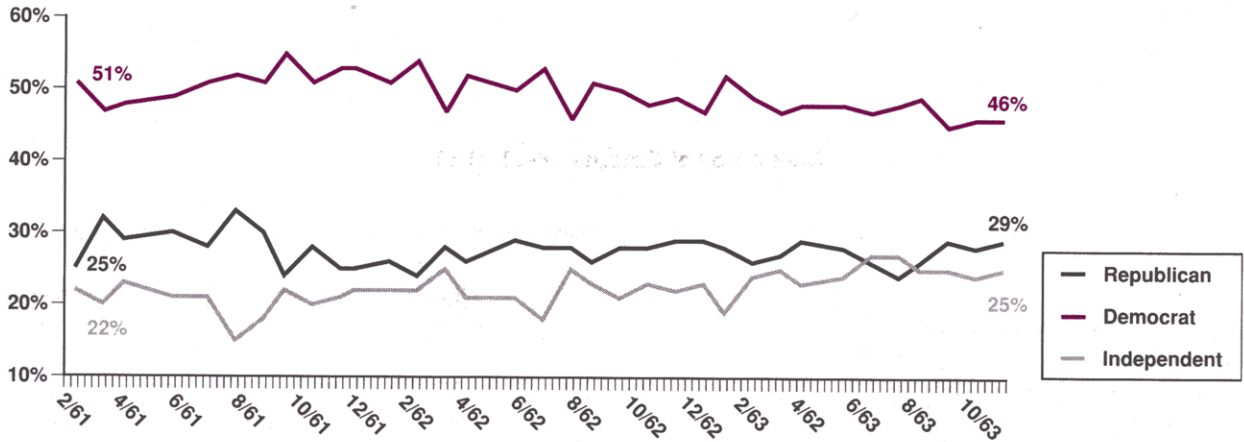
## Roper Organization Poll of October 22-24, 1960

**Question:** ...Do you think that...[item important to the nation] would only be true for Nixon, only true for Kennedy, true of both, or true of neither?

	Nixon	Kennedy	Both	Neither
Seeing that we have prosperity	10%	19%	51%	9%
Keeping unemployment low	12	33	33	8
Seeing that farmers get an even break	16	34	27	4
Keeping the country at peace	27	14	41	6
Handling foreign affairs well	40	28	19	2
Handling the Russians	38	26	16	5
Helping Negroes in America	15	20	42	5
Not giving labor leaders too much power	30	21	19	7
Not giving big business too much power	16	36	15	7
Having the interests of common people at heart	17	35	38	3

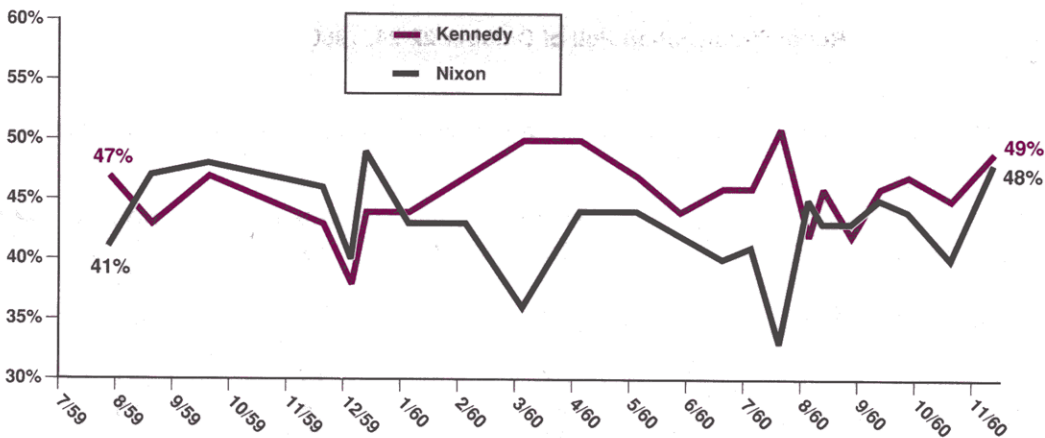
# Kennedy's America: Still the Democratic Era

**Question:** In politics, as of today, do you consider yourself a Republican, Democrat, or Independent?



Source: Surveys by the Gallup Organization, latest that of November 8-13, 1963.

## But the 1960 Presidential Campaign Was Close From Start to Finish



Note: Percentages shown do not include leaners or responses of "other" and "undecided."

Source: Surveys by the Gallup Organization, latest that of October 30-November 4, 1960.

### How the Vote Actually Went

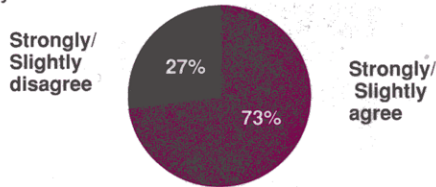
Nixon	49.5%
Kennedy	49.7%

# JFK's America and Ours

## Big Changes in Racial Attitudes Remind Us of the Distance From Kennedy's Time to Ours

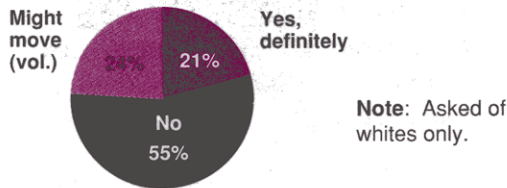
1960s

**Question:** ...[I]n connection with Negro-white relations, which one of the statements on the card comes closest to how you, yourself feel?...Negroes shouldn't push themselves where they're not wanted.



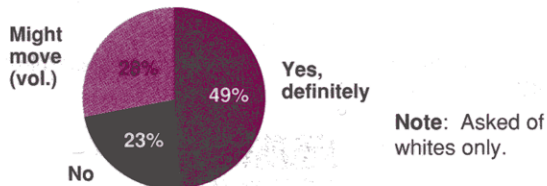
**Source:** Survey by National Opinion Research Center, December 1963.

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



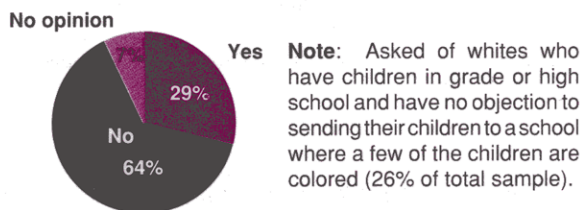
**Source:** Survey by the Gallup Organization, May 23-28, 1963.

**Question:** Would you move if colored people came to live in great numbers in your neighborhood?



**Source:** Survey by the Gallup Organization, May 23-28, 1963.

**Question:** Would you, yourself, have any objection to sending your children to a school where half of the children are colored?



**Source:** Survey by the Gallup Organization, May 23-28, 1963.

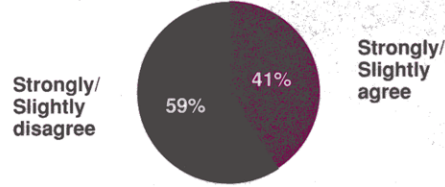
**Question:** Do you think there should be laws against marriages between Negroes and whites?



**Source:** Survey by National Opinion Research Center, December 1963.

1990s

**Question:** ...[I]n connection with (Negro/black/African-American)-white relations, which statement on the card comes closest to how you, yourself feel?... (Negroes/blacks/African-Americans) shouldn't push themselves where they're not wanted.



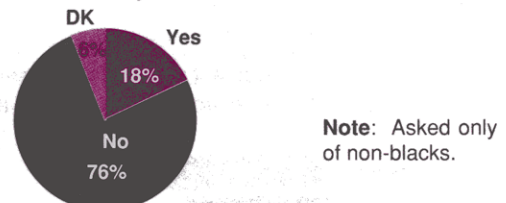
**Source:** Survey by National Opinion Research Center-General Social Survey, February 1-May 25, 1996.

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



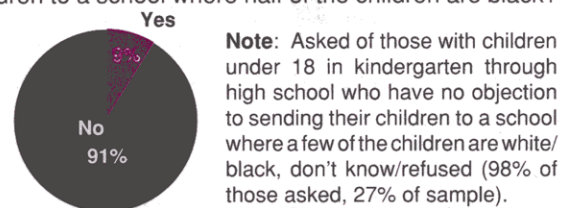
**Source:** Survey by the Gallup Organization, January 4-February 28, 1997.

**Question:** If black people came to live in great numbers in your neighborhood, would you move?



**Source:** Survey by the Gallup Organization, January 4-February 28, 1997.

**Question:** Would you, yourself, have any objection to sending your children to a school where half of the children are black?



**Source:** Survey by the Gallup Organization/CNN/USA Today, May 30-June 1, 1997.

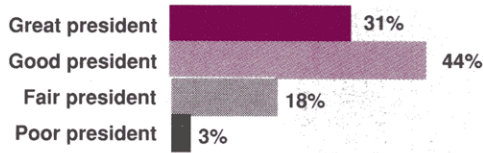
**Question:** Do you think there should be laws against marriages between (Negroes/blacks/African-Americans) and whites?



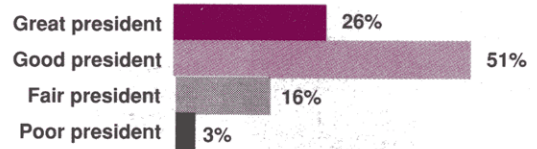
**Source:** Survey by National Opinion Research Center-General Social Survey, February 1-May 25, 1996.

# JFK as President: Retrospective Views

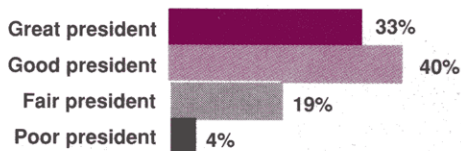
**Question:** How do you think John F. Kennedy will go down in history—as a great president, a good president, a fair president, or a poor president?



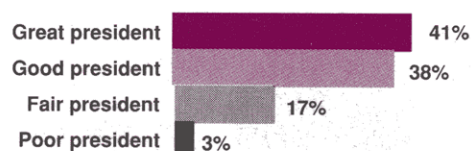
**Source:** Survey by the Gallup Organization for *Newsweek*, October 14-30, 1983.



**Source:** Survey by Louis Harris and Associates, November 9-11, 1983.



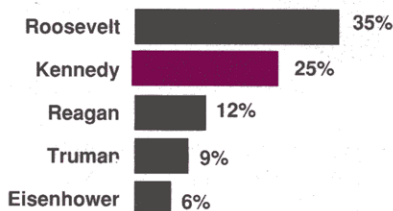
**Source:** Survey by Associated Press/Media General, September 6-14, 1988.



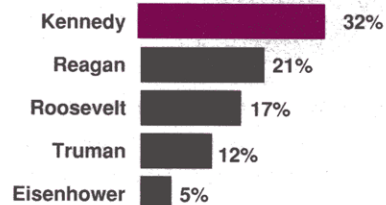
**Source:** Survey by the Gallup Organization for *CNN/USA Today*, November 15-16, 1993.

\*Question wording varies slightly for each organization.

**Question:** Thinking about our last nine US presidents, that is, Roosevelt, Truman, Eisenhower, Kennedy, Johnson, Nixon, Ford, Carter and Reagan, which one would you consider the best president?

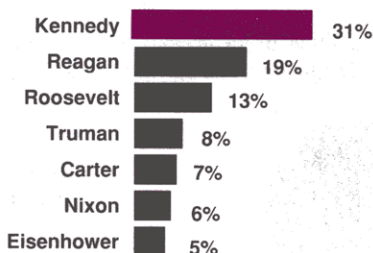


**Source:** Survey by Louis Harris and Associates, April 1-3, 1985.



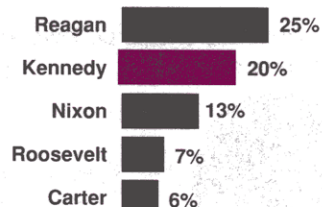
**Source:** Survey by the Gallup Organization for *Newsweek*, April 30-May 1, 1986.

**Question:** In your lifetime, which president do you think did the best job?



**Source:** Survey by ABC News/*Washington Post*, April 9-13, 1987.

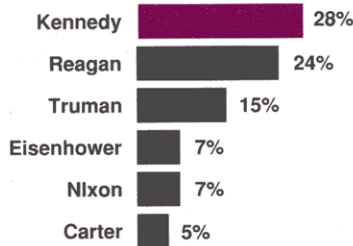
**Question:** Which president that you voted for do you believe will prove to have had the greatest impact on American history?



**Source:** Survey by Research & Forecasts for Hearst Corporation, October 15-November 1, 1987.

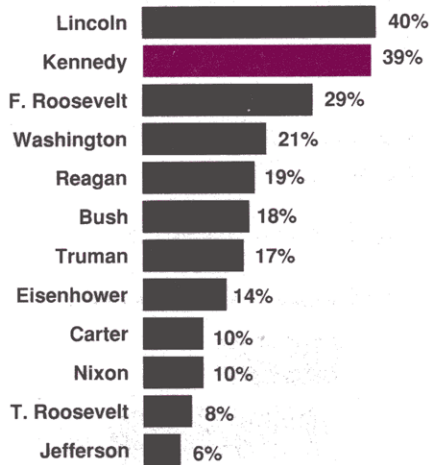
## Always Strong Marks

**Question:** Since World War II, we have had eight presidents—Reagan, Carter, Ford, Nixon, Johnson, Kennedy, Eisenhower, and Truman. Which one do you think has been the most effective as President?

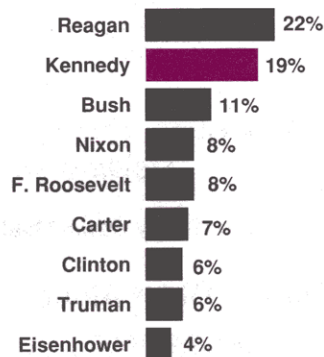


Source: Survey by NBC News/Wall Street Journal, January 14-17, 1989.

**Question:** Which three United States presidents do you regard as the greatest?



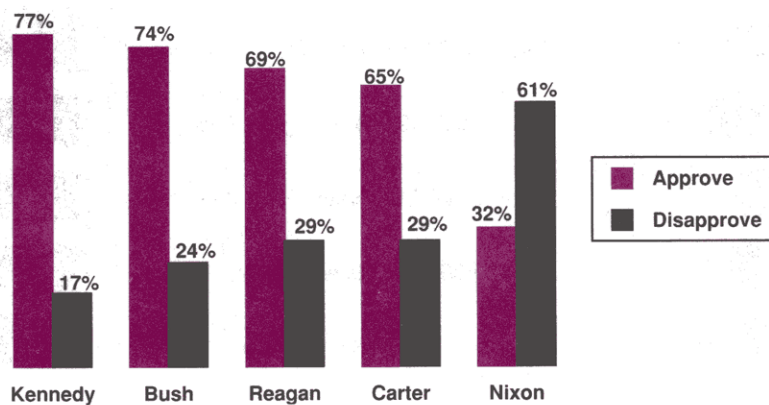
**Question:** Of all the US presidents who have been elected since you first started following politics, which one do you think has done the best job?



Source: Survey by the Gallup Organization, December 12-15, 1991.

Source: Survey by Princeton Survey Research Associates for Time Mirror, July 12-25, 1994.

**Question:** From what you have heard, read, or remember about some of our past presidents, please tell me if you approve or disapprove of the way they handled their job as president...

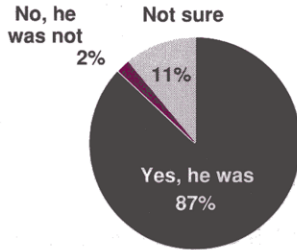


Source: Survey by the Gallup Organization, January 30-February 1, 1998.

# The Assassination

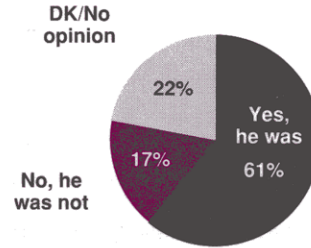
## By Large Margins, We Think That Lee Harvey Oswald Was Indeed the Man Who Shot the President

**Question:** Do you feel that Lee Harvey Oswald was or was not the man who shot President John Kennedy?



Source: Survey by Louis Harris & Associates, October 1964.

**Question:** ...Do you feel that Lee Harvey Oswald was or was not the man who shot Kennedy?

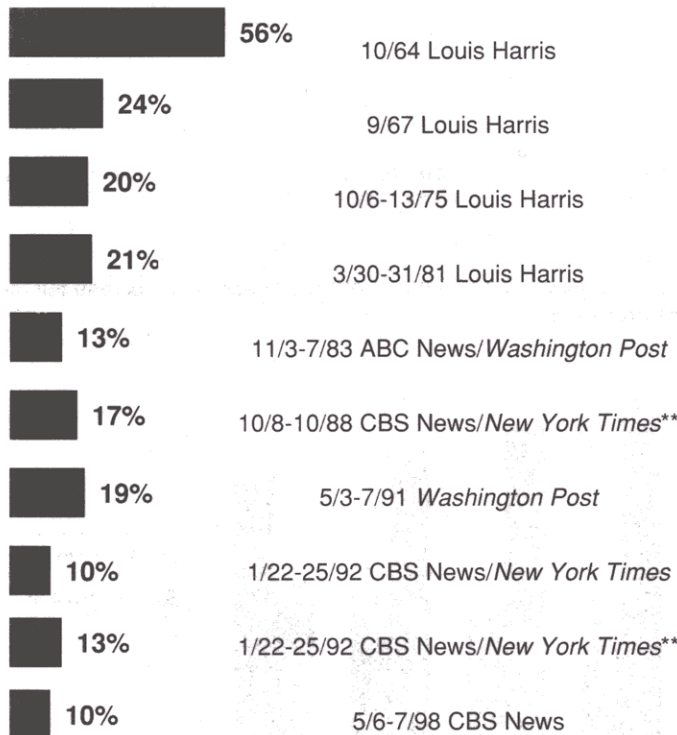


Source: Survey by ABC News/Washington Post, November 3-7, 1983.

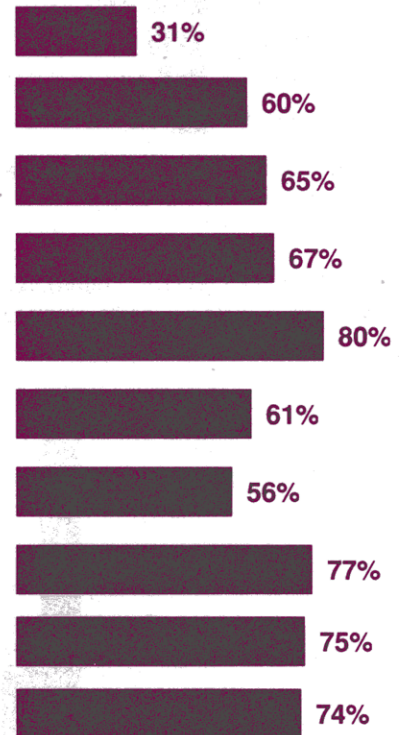
## But By Large Majorities, Encouraged Perhaps by Movies Like "JFK" (1991), We Say That Oswald Was Only One Actor in a Larger Plot

**Question:** Do you feel Lee Harvey Oswald had accomplices or did he do it [shoot President Kennedy] alone?\*

### Oswald Did It Alone



### It Was a Conspiracy



\*Question wording varies slightly for each organization.

\*\*Question: Do you think there was an official cover-up to keep the public from learning the truth about the Kennedy assassination?