

INSTRUCTION BOOK
1968 Post-Election Omnibus

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SURVEY RESEARCH CENTER
UNIVERSITY OF MICHIGAN

IMMEDIATE ACTION FORM

TO: ~~XX Field Office~~ INTERVIEWERS ON P. 45523-Post Date: October 21, 1968

FROM: Field Office and Study Staff PSUBXXXX

RE: Project 45523 - Instruction Book

PROBLEM OR REQUEST:

THIS INSTRUCTION BOOK HAS BEEN CAREFULLY EDITED AND ESPECIALLY DESIGNED TO MAKE ALL THE ESSENTIAL INSTRUCTIONS EASILY ACCESSIBLE. IT CONSISTS OF A FEW "BOXED" PAGES CONTAINING ESSENTIAL INFORMATION AND INSTRUCTIONS WHICH YOU MUST READ AND STUDY BEFORE YOU START TO INTERVIEW. THE REMAINING QUESTION-BY-QUESTION INSTRUCTIONS ARE INCLUDED IN "UNBOXED" PAGES AND ARE TO BE USED FOR REFERENCE AS THEY ARE NEEDED.

IF YOU HAVE NEVER WORKED ON A POLITICAL OR ECONOMIC STUDY BEFORE THIS ONE, YOU WILL NEED TO STUDY THE REFERENCE SECTION AS WELL AS THE ESSENTIAL INFORMATION SECTION.

NOTE: This form is provided for your use in communicating:

1. Sampling or interviewing problems requiring immediate action or reply;
2. Urgent requests for one or two supply items.

Please use this form only for matters on which you want us to take immediate action.

1968 POST-ELECTION OMNIBUS

What This Study Is About

As has been our practice with our presidential-year election studies, we are returning to our pre-election respondents for a post-election political interview. Our pre-election information on vote intention is much more useful for analysis of the election when it is combined with a report of how our respondents actually voted, when they made up their minds, etc. And, of course, other relevant questions concerning the respondent's perception of, and participation in, the political campaigns are a standard part of the post-election interview. In addition, we have a number of general questions concerning differences among the political parties (including this year the third party of George Wallace), and concerning the basic political and social orientation of our respondents.

The Economic Behavior Program is joining the post-election study with its standard questions for the fall quarterly survey of consumer attitudes. These questions are in two sections of the interview, one at the beginning concerning general economic attitudes and one at the end concerning specific purchasing intentions. As explained in the Field Notes, a few of the pre-election respondents will not be asked the second economic section, and there will also be some "economic only" respondents who are asked only these two economic sections.

Finally, there is one semi-political section of the interview devoted to attitudes on and participation in local school matters. This section is sponsored by Dr. Kent Jennings whose study of school boards and school superintendents, many of you have been working on. We are looking forward to being able to compare the attitudes of elected school board members with those of the citizens in their school districts.

Whom To Interview

The basic sample for this study consists of reinterviews with each person interviewed on the pre-election study. Most of these people were part of the "cross section" sample on the pre-election study and have a white cover sheet. Others were part of the "Negro supplement" sample and have a blue cover sheet.

The economic study is being combined with the "cross section" portion of the election study. In order to meet the requirements of the economic study, whenever a cross section respondent on the pre-election study was someone other than the head or wife of the family, a very brief "economic interview" asking only those questions relevant for the economic study will need to be taken with the head or wife. In households where one of these economic interviews is required, we have designated whether the head or wife should be taken by putting an "E" in front of the desired person in the listing box on the pre-election cover sheet. NER, NAH, and RA cover sheets from the pre-election cross section sample are also being returned to you for an attempt to get an economic interview with the head or wife.

NOTE: Since NAH cover sheets will not, in most cases, have a completed listing box beside which the head or wife can be designated as economic respondent, we have written "Head" or "Wife" beside the listing box. If the wife is designated and there is no wife, the head should be interviewed.

Movers

When we were preparing the materials for the pre-election study, the study staff thought they would not be interested in following respondents who moved between the pre- and post studies. They have changed their minds, however, and now some parts of the post election cover sheet (both blue and white) are not appropriate. When you check the second box at item 12 ("Pre-election respondent no longer lives here"), you should not just fill out the Nonresponse Form as indicated. You should, instead, inquire where the respondent has moved and write in the new address. If the new address is within 50 miles of an interviewer in the PSU, an attempt should be made to get the interview. If the address is more than 50 miles from all interviewers in the PSU, return the cover sheet to the Field Office for possible reassignment to another PSU. Never use the "Moved" boxes in the Nonresponse Form on page 2 of the cover sheet as they no longer apply. If you can't get a new address, check the "Other" box instead of the "Moved" boxes and explain the situation. If the pre-election respondent who has moved is from the cross section sample (white cover sheet), you should take an economic interview at the old address. Interview the head or wife of the family that moved into the DU depending upon whether the head or wife of the moved-out family was the respondent - or was the (E) respondent checked on the cover sheet.

NOTE: An "economic interview" can be taken only at an address which was part of the original cross section sample. Therefore, if you locate the new DU of a pre-election respondent who moved from a cross section (white cover

sheet) address, the interview with that respondent should be the only interview in that DU, even though it is with neither head nor wife. In these cases disregard any designation on the cover sheet of a respondent for an "economic interview" (E).

"Economic Interview"

Whenever an economic interview is required, you should fill out a separate yellow "Economic Respondent" cover sheet, (even if, for example, the DU is now vacant). The white cover sheets from the pre-election study, turned so the post election side is out, are to be used only with the respondent who was interviewed before.

The white NER, NAH and RA cover sheets from the pre-election study are being returned to you so that you will have all the information necessary when you attempt to get the economic interview at these addresses. Please return these cover sheets together with the yellow "Economic Respondent" cover sheet that you make out for the DU. For the respondents who are to be asked only the economic sections of the questionnaire (pages 1-3 and pages 37-38) the largest part of the questionnaire, the Political Section (pages 5-36) are to be omitted. The two economic sections are printed so that for the economic respondents you may tear out pages 5-36 and throw them away. Thus, you will have a fairly handy "economic only" questionnaire which will include the Interviewer's Supplement on page 40. Of course, you should ignore pages 4 and 39 with these economic respondents.

Call Procedures

You should look at each cover sheet in advance of any calls and see who in the DU is to be interviewed. For the pre-election respondent, turn the cover sheet inside out and fill out items 1-10 on the post election cover sheet before calling. If you know ahead of time that an economic interview is required in the DU (an "E" is next to the listing box on the cover sheet) or you have an NER, NAH or RA cover sheet from the pre-election study, fill out an "Economic Respondent" cover sheet and have it ready when you call.

NO Substitutions

Absolutely no substitutions of respondents will be allowed either in the reinterview sample or in the new sample of economic respondents.

SUMMARY

TYPE OF RESPONDENT	QUESTIONS TO ASK AND/OR ACTION TO TAKE
I <u>WHITE COVER SHEET</u>	
A. Reinterview with pre-election respondent at old address:	
a. Respondent is family head or wife	Ask entire interview. No other action
b. Respondent is other family member	Omit questions 96-103, pp. 37-38. Fill out yellow cover sheet for family head or wife as designated on white cover sheet
B. Reinterview with pre-election respondent at new address to which respondent has moved (it makes no difference whether respondent is head, wife, or other family member)	Omit questions 96-103, pp. 37-38. Fill out yellow cover sheet for new family now living at <u>old</u> address -- head or wife as designated on white cover sheet for sample address. DO NOT under any circumstances fill out a yellow cover sheet for the head or wife of the respondent's family at the <u>new</u> address.
C. NER, NAH or RA on pre-election study	Fill out yellow cover sheet for head or wife as designated on the white cover sheet
II <u>BLUE COVER SHEET</u>	
Reinterview with pre-election respondent at either old or new address	Omit questions 96-103, pp. 37-38. No other action
III <u>YELLOW COVER SHEET</u>	
(Filled out under I-Ab, I-B or I-C above)	Omit questions 12-95, pp. 4-36.

IMPORTANT! EXTRA ASSIGNMENT

Question 26 is concerned with state, county and local propositions on the November election ballot. In order to make use of this question in our analysis we would like to obtain a sample ballot from every local governmental unit in which P. 45523 political interviews are taken, and we are calling on our redoubtable field staff to meet this need. We would like to obtain the ballots in each locality in which our respondents voted, but, of course, if the respondent voted elsewhere than where he lives (e.g., by absentee ballot) we won't ask you to go out of your way to obtain such ballots.

We can't give you detailed information on how to obtain these ballots in each locality. In general, the County Clerk or County Election Board (or local equivalent) will be your best source. Often the county official will be able to give you sample ballots for each of the constituent local governmental units in which you are interested. In other cases you may need to go directly to the city, town, township, etc., election officials. Please note that in some areas there may be separate ballots for national, state, and local issues and candidates. We would like a complete set of ballots for each locality whenever possible.

IN ADDITION, we would like to obtain sample primary election ballots from the 1968 congressional primaries in each of these localities. These sample primary ballots may no longer be readily available, but any primary ballots which you can pick up along with the November general election ballots would be much appreciated.

To avoid duplication of effort it is clear that the office contact should coordinate the obtaining of these ballots as soon as possible. Please drop us a note about any particular problems you may encounter with this special request.

FIELD NOTES

Study Dates

The study starts the day after Election Day, Wednesday, November 6, and ends Thursday, December 12. It is imperative on this study that you start interviewing immediately and continue at a steady pace throughout the period because there are only 37 interviewing days and Thanksgiving comes in the middle of them. Also, in some PSUs weather could become a problem toward the end of the interviewing period. We will be monitoring progress very closely on this study, so you may expect to hear from us in an anxious tone if you fall behind schedule.

Don't hesitate to call your supervisor and let her know if at any point you feel you cannot cover your assignment in the allotted time. She will make arrangements to send someone in to help you or to backstop you in some other way.

If at this point, you have read every word of the instructions, apply to Field Office for your reward.

Mailing Schedule

Following are the minimum percentages that must be completed each week:

<u>Week</u>	<u>% of Assignment to be Covered and Mailed</u>
1st - November 6-12	20%
2nd - November 13-19	45%
3rd - November 20-26	65%
4th - November 27 - December 3	85%
5th - December 4-12	100%

How To Calculate the Per Cent of Assignment Covered and Mailed

1. Take the number of cover sheets (total sample size) shown on line 1 of your progress report.
2. Take the number of cover sheets you have mailed to Ann Arbor (line 8 on your progress report). This will include completed interviews, nonsamples, and final noninterviews. DO NOT INCLUDE any cover sheets on which you are still working, such as tentative refusals or temporarily absent respondents.
3. Divide your total return (line 8 of progress report) by the total number of cover sheets (line 1 of progress report); multiply this figure by 100.
4. Check the percentage you obtain in step 3 against the per cent expected in the "Mailing Schedule."

OR, refer to Appendix A of your Interviewer's Manual for help in computing percentages.

Practice Interview

We suggest that you try to take your post-election practice interview with the same person who was your pre-election practice respondent. As usual, mail it to your supervisor for her review and comments right away, but you needn't wait for her comments to start taking production interviews.

Materials You Should Have For This Study

Instruction Book	1 per interviewer, plus 1 extra in large PSUs
Questionnaires	1 per pre-election address (as our best guess of post-election sample size, allowing margin of safety)
Show Cards	3 sets per interviewer (6 cards per set)
Sample Address Summary Forms	Enough to cover individual assignment for each interviewer other than OC
Progress Report Forms and Project Completion Form.	1 set per PSU (for office contact's use)
Set includes:	2 forms for November 6 - 12
	2 forms for November 13 - 19
	3 forms for November 20 - 26
	2 forms for November 27 - December 3
	3 project completion forms

Mailing Rules

Mail interviews in groups of three, unless you have not completed three interviews within the seven-day period following your last mailing. In this case mail however many you have on hand. NEVER HOLD COMPLETED INTERVIEWS LONGER THAN A WEEK. DO NOT COLLECT MORE THAN THREE INTERVIEWS BEFORE MAILING. Use regular First Class envelopes to mail from the beginning of the study until December 1st. Use Air Mail envelopes during December, mailing each interview as soon as it is edited during this period.

ESSENTIAL INFORMATION - ON SPECIFIC QUESTIONS

- 4a, b: This question refers only to the recent federal income tax increase which went into effect in July 1968, not to state income or sales taxes, or excise or real estate taxes. Be sure respondent understands that in these two questions we want to focus on the overall picture of respondent's spending and saving. However, the boxes to check in 4a refer only to spending, while those in 4b refer only to saving. It is possible to argue that neither spending nor saving will be reduced, or that both will be greatly reduced, because of the larger tax payments.
- 18-28: These questions on respondent's voting participation form the heart of the Political Section. Q. 18a-26c are for respondents who say they did vote in November, while Q.27-28 ask non-voters their presidential preference and their reasons for not voting. We tend to get higher proportions of our respondents saying they voted in November than would be expected from the national turnout figures, so it is important to ask this question in as casual a way as possible. The purpose of the introductory statement is to make it easier for the respondent to admit that he didn't vote without a feeling of embarrassment or guilt for not performing his civic duty. If, as you proceed with the voting questions, it appears that perhaps the respondent really had not made it to the polls, a further gentle probe in this regard would be in order. But this should be done cautiously with full awareness that some people do vote who don't remember much about how they voted a few weeks later.
- 22,24: THESE QUESTIONS ON VOTE FOR SENATOR AND FOR GOVERNOR ARE ONLY TO BE ASKED IN STATES IN WHICH SUCH CANDIDATES WERE ON THE BALLOT.

There were no Senatorial races in the following 16 states:

Delaware	Minnesota	New Jersey	Texas
Maine	Mississippi	New Mexico	Virginia
Massachusetts	Montana	Rhode Island	West Virginia
Michigan	Nebraska	Tennessee	Wyoming

There were no races for Governor in the following 29 states:

Alabama	Idaho	Mississippi	Pennsylvania
Alaska	Kentucky	Nebraska	South Carolina
California	Louisiana	Nevada	Tennessee
Colorado	Maine	New Jersey	Virginia
Connecticut	Maryland	New York	Wyoming
Florida	Massachusetts	Ohio	
Georgia	Michigan	Oklahoma	
Hawaii	Minnesota	Oregon	

IT IS SUGGESTED THAT YOU "INAP" THESE QUESTIONS PRIOR TO THE INTERVIEW, IF YOU ARE INTERVIEWING IN A STATE IN WHICH ONE OR BOTH OF THESE QUESTIONS IS/ARE INAPPROPRIATE.

- 41, 42: This series of questions requires that you enter the Congressional District number and the names of the congressional candidates in the box at the top of page 18 of the interview schedule prior to the actual interview. These names are to be found in the alphabetically arranged PSU list of Congressional Candidates beginning on page 21 of this booklet.

We hope that this list is accurate for each place and segment in which you interview. WE WOULD APPRECIATE YOUR BRINGING ANY ERRORS OR PROBLEMS IN THIS LIST TO OUR ATTENTION IMMEDIATELY.

- 95,104: (Note that the number "104" was inadvertently used twice on the interview schedule, on page 39 and again on page 40.) At the conclusion of the interview you are to thank the respondent and ask him for his name (and mailing address if the address you have is not adequate for mailing purposes). Record these on the cover sheet. Some respondents may say that they don't care about receiving the report and may refuse to give their names. Assure them again that their names will be handled confidentially; that we are not connected with any sales or soliciting organization; etc. Of course, if they persist in refusal there isn't much you can do about it, but we are anxious to obtain names if at all possible. If the respondent refuses but you happen to have the opportunity to obtain the name from a doorplate or mailbox, without being noticed by the respondent, please do so.

- 98-98a: We are interested in the plans of the whole family living there. The degree of certainty is also important to us, so please try to get down the respondent's answer as nearly as possible in his own words.

* NOTE that 98a should not have been indented; it must be asked of everyone.

- 98b-98c: If respondent answers "yes," "probably," or "maybe" to Q. 98 or Q. 98a, ask 98b and 98c about each car the family, or some member of the family living with respondent, expects to buy. Use the margins for answers about any second planned purchases.

- 102a-f: Read each item in "a" through "f" in turn, and for each item find out the degree of certainty of the intended purchase, if respondent does not simply say "Yes, we will." Answers such as "Possibly," or "We might buy one," should be checked "MAYBE." Be sure that one and only one box is checked in each row.

- 103: Before handing him Card #6, reassure respondent that (1) this information is held in strict confidence and will never be given to the government or anyone else and it will not be associated with his address or name; and (2) this information makes the rest of the interview much more valuable to us.

NOTE that the figure we want is total family income from all sources before taxes, for the calendar year 1968, not just respondent's own earnings. The question is designed so that respondent will not have to name a specific figure, or even to give a narrow range.

104: The first item on the Interviewer's Supplement calls for you to record the name of the public school district in which the interview took place. If the respondent lives in a medium-to-large-sized place, this name would ordinarily be the same as the name of the town or city. In some smaller, less thickly settled or rural places, this may not be true. **IF YOU HAVE ANY DOUBT ABOUT THE SCHOOL DISTRICT IN WHICH YOU ARE INTERVIEWING, DO NOT LEAVE THE DU WITHOUT CHECKING WITH THE RESPONDENT.** If the respondent is also somewhat uncertain, you should contact a knowledgeable neighbor or a local school administration office for information. Note that if the respondent lives in a school district which only operates at the elementary school level, we would like you to note this and then find out the name of the high school district which serves that area.

QUESTION-BY-QUESTION OBJECTIVES - ECONOMIC QUESTIONS

General
Comments

The Economic questions, which make up the traditional quarterly Omnibus study, are split into two parts in this questionnaire. The first 11 questions are on the first three pages (Q's 1-11) and the last 8 questions (Q's 96-103) are on pages 37 and 38. Q's 1-11 should be asked of all respondents. Q's 96-103 are to be asked of most respondents--see "What questions to ask" on pages 2-4 of this instruction book, which should be very carefully studied. If in any given case you are in doubt whether to ask Q's 96-103, please go ahead and ask them.

Please note that Q's 1, 2, 3, 5, 8, and 10 call for a comparison between now and another point in time. Watch out for casual answers that tell only how things are at one point in time. For example (to 5), the answer "Prices will be very high" does not mean "will go up." The question asks whether a change is involved, and if so, in which direction.

In contrast, Q's 6, 7, 12, 13, and 17 call for absolute answers ("good times," "bad times," etc.) and answers in terms of change do not tell us what we want to know. For example, "the same" doesn't mean "pro-con" in Q. 6. Pro-con means that R gave a reason why times will be good and a reason why they will be bad.

- 1, 1a: Be sure to ask 1a no matter what response you get in Q. 1. If R gives more than one reason for his views, please try to get them all down.
- 2: The question refers to the rate (per week or month) at which R and his family are earning money now compared to one year ago.
- 3: Here we want to know what R actually EXPECTS financially in the coming year. Note that responses in terms of what R "hopes" will happen are not acceptable.
- 4a, b: See "Essential Information" section of this instruction book.
- 5:
Price
Expectations
Next Year
1. We want R's expectations about prices in general of the things R and his family buy. If R talks of prices of specific things, repeat the introduction to the question to get him back on the track.
 2. We do not expect R to be an expert - it is his opinions (if any) that we are looking for.
 3. Only one box should be checked - but as always, if there is any doubt which box should be checked, write down what R says and let us decide.
- 5a:
Size of
Price
Increase
- Ideally, we would like a percent figure (certainly it may be qualified by "about") or a range from each R. Repeating the question may help in many cases. But do not force the R to give such an answer. In any event, please write down whatever the R does say.

12.

6, 6a: What does R expect of the economy as a whole? We're not interested in hopes and dreams, but in what R thinks will be the case. In marking the appropriate box you should first decide whether R's answer is "Good," "Pre-con," or "Bad," and then whether or not an answer that is either "Good" or "Bad" is qualified. Note that "PRO-CON" should be used when R sees both good and bad features, each with about the same intensity. "UNCERTAIN" should be checked whenever R does not really know what to expect in the next 12 months. Some examples of when to use the "QUALIFICATIONS" boxes are: "Fairly good (bad) times," "Good to fair times," "Good times if (or unless) ...," "Relatively good times," and so forth. (This list is far from exhaustive.) Please note that "Good because ..." is not a qualified answer.

Be sure to ask Q. 6a no matter what answer is given to Q. 6.

7, 7a: 1. The main purpose of 7 is to discover whether people give some thought to the economic outlook for the more distant future; and if they do, we want to know what they expect. Try to get down all that R says.

Good Times During Next 5 Years 2. Undoubtedly, some people never look more than a year ahead. Don't urge them to express a definite opinion in that case, but ask 7a - "On what does it depend in your opinion?"

8: We are interested in a comparison for the country as a whole. If R answers in terms of a specific business or industry, you might try a probe including the words "in general."

9, 9a: These questions seek to find out anything R has heard in the last few months concerning a change in business conditions in the country as a whole. In particular we want to know whether the news R has heard is favorable or unfavorable. R may of course have heard of both favorable and unfavorable developments; get detailed and specific information on both. Again - we're not interested in R's personal situation - but in answers relating to such things as recession, unemployment, consumer demand, prices. His answers here need not conform with his reply to 6 or 7. If it is unclear as to whether the news suggests favorable or unfavorable changes in business conditions, use the probe in the box.

10: Again, we are interested in a comparison for the country as a whole. Note that R's answer here may not correspond with his answer to 6. Times may be worse than this year but still good - and vice versa.

11-11b: Again we are interested in an opinion which refers to the country as a whole. If R says that it will or might happen again, ask both 11a and 11b

96, 96a: We want to know whether R thinks it's a good or bad time to buy a house for people in general. We are not interested here in R's own problems, but in what he thinks of the market for houses. Note all references to prices, good or bad times, credit terms, quality of houses being built, etc., in answer to 96a.

Good or Bad Time to Buy Houses

97, 97a: We are asking for R's opinion regarding the car market in general and not his own personal ability or need to buy a car. Please do not accept seasonal answers such as "Spring is a good time to get bargains." Probe for a more general answer.

Good or Bad Time to Buy Cars

98-98c: See "Essential Information" section.

99, 99a: We want to know whether R thinks it's more expensive or less expensive to buy a new car this year than it was last year (disregarding any changes in quality). Answers in terms of a particular brand or type of car are acceptable. Ask 99a only if R says the 1969 new cars cost more than the new models a year ago.

100-100b: We want to check R's awareness of the 1969 models, and the changes from the 1968 models both in mechanical features and appearance. Do not force R to express an opinion, if he has not seen the new cars and does not know about them. If he answers anything besides "Don't know," ask 100a. In 100b, any features of the newer models that R mentions are of interest (safety features, accessories, etc.). More than one feature may be mentioned - please be sure to list them all.

101, 101a: This question applies to people in general. Does R think that it is - in general - a good time to buy household goods? Personal references such as, "It's a bad time for us," or "I'm ... so we can't afford to buy," do not answer the question. Replies like, "A lot of people are making more money and can buy now," however, are acceptable. Ask 101a no matter what answer R gives to 101.

102a-f: See "Essential Information" section.

103: " " " "

QUESTION-BY-QUESTION OBJECTIVES: POLITICAL QUESTIONS

- Q.12-16 These five questions concern the R's perception of the election campaign in relation to the mass media. They are fairly straightforward except as follows:
- Q.12b. We need to know the specific newspaper and the city in which it is published. If the R reads two or more newspapers regularly record them all.
- Q.14b,c. List as many magazines as are named but make sure the R realizes we are asking about magazines he reads for information about politics.
- Q.12c-d, 13b-c, 14e-f, 15b-c. In these follow-up questions we are interested in learning whether the R perceived the various media he used as taking sides in the election campaign. He might have such a perception because he thinks the medium in question deliberately slanted its news coverage in some way favorable or unfavorable to a particular candidate or party, or because the medium came right out and took an editorial stand supporting a particular candidate, or both. We hope the R will not be thinking of straight reporting of campaign events (such as poll results) or of the simple carrying of political ads or of candidate speeches by the medium. This question is likely to be particularly tricky for television. Remember we are not interested in speeches by or ads for the candidates, but in what the television reporters, commentators, and even entertainers say about the candidates or parties.
- Our main interest for these questions is in the presidential candidates, but replies in regard to other candidates should be recorded. Also be sure to note any "mixed" replies such as "much was for Nixon but some was for Humphrey" or "it was for Nixon and it was against Humphrey and Wallace."
- Q.15d. If this follow-up question makes R think about local station coverage when he has been talking about national coverage, be sure to record any replies he may now have about the local coverage. For example, if the R says television favored Humphrey and in response to 15d says "national television", but adds "the local television favored Wallace" -- be sure to record this last reply as well.
- Q.16 This question of most important medium is not necessary if the R only mentioned using one medium in Q.12-15.
- Q.17 Record any comments elicited by this question concerning one of the most notorious events of the campaign.
- Q.18-28 Also see Essential Information section.
- Q.18a-b. Most people will have voted in the voting district (precinct, ward, village, election district, polling area, or whatever) in which you interview them. But people do not always change their voting registration immediately when they move, and they sometimes continue to vote in their former area for many years. Others will not yet have fulfilled eligibility requirements for voting where they now live and

must by necessity vote elsewhere if they are to vote. Note that they may have voted elsewhere by mail (using an absentee ballot), or they may have gone to their old polling place in person (Q.18b). But we do not include among those voting elsewhere the voter who used an absentee ballot to vote in the voting district where he now resides (because he was out of town on Election Day, for example).

If the R voted elsewhere, we would like you to obtain as much information as you can about where he voted. If he voted in a different city or state, write in both city and state names and congressional district number also if possible. If he voted in the same community but a different precinct, record the name or number of the precinct if he can provide it easily (and also congressional district number if there is more than one in that city). NOTE THAT IF THE R VOTED IN A DIFFERENT STATE YOU NEED TO RECHECK THE LISTS OF STATES IN WHICH THERE WERE SENATOR AND GOVERNOR RACES AND ASK Q.22 AND Q.24 ONLY IF APPROPRIATE IN THAT STATE.

- Q.19 Probe for the party if R doesn't remember the candidate he voted for.
- Q.20 Although this question asks for the most important reason why R voted for Humphrey or Nixon or Wallace, we are very happy to get a number of reasons. We asked the question in this manner to get the R to "think big". This is our only opportunity in the post-election interview to find directly how the R feels about the candidates, so we would like you to probe beyond such responses as "he's the best man" to try to obtain some more specific attitudes. Also if the R says he is voting for one candidate because he doesn't like the other candidates, probing for specifics would be in order.
- Q.21 This question on time of voting decision requires a definite statement of time in the answer, so that we can code it. Of course we don't expect a definite calendar date, but such responses as "right after the convention" or "about two weeks ago" or "a few days before the election" or "I've always voted Republican" are the kinds of responses we need.
- Q.22-24 In these questions on voting for Senator, Congressman, and Governor we want to know if the R can give the correct candidate name. Only probe for the party if he can't remember the name or if he gives you an incorrect name. In such cases it is very important to find out what party he thinks he voted for. Of course if he gives you an incorrect name, you should not correct him but record the name as given and then ask "Which party is that?". In editing please make sure the names recorded are legible. Names of the congressional candidates are given in the PSU List of Congressional Candidates beginning on Page 21 and names of the Senator and Governor candidates are given in the State List of Senator and Governor Candidates beginning on Page 28.
- Q.25 This question refers only to elective offices other than President, Senator, Congressman, and Governor.

- Q.26 This is a new set of questions concerning propositions on the ballot. We hope that "proposition" is a general enough word to cover any kind of issue, question, referendum, bonding proposal, etc. which the voters are called upon to approve or reject. Because propositions often get worded in such a way that a "no" vote is required for approval and vice versa, we have phrased Q.26b to ask directly about the issue; e.g. "Did you vote in favor of daylight savings time (water fluoridation, open housing, etc.) or against it?" Since these are new questions we would appreciate any comments you can pass on concerning problems or suggestions for improvement.
- Q.27-27a. We would like to obtain the non-voting R's preference for President whether or not he has ever voted or pays much attention to politics, but of course don't force him to make a choice if it is obvious that he doesn't really have any preference. Q.27a requires the same kind of probing as does Q.20.
- Q.28 Please probe as to why the R has not voted as much as you can without endangering rapport. If he just says that he isn't registered, find out if this is because he did not meet registration requirements or because he wasn't interested or what. If he says he wasn't interested in the election, we would be interested in any comments indicating a general hostility to the political system, or a disinterest in the particular candidates and issues of this election, or a disinterest in public affairs generally. And we are particularly interested in getting a sense of whether persons who say they were kept away from the polls for reasons outside their own control (ineligible, sick, etc.) were really interested and would have voted if they had been able to.
- Q.29-34 This set of questions is concerned with how the R thought the presidential race would go, both in the nation and in his own state. Note that Q.31 and Q.34 are contingent questions although they are not boxed. Q.31 is inap. if the R has said in Q.28 that he expected Wallace to win in the nation, and Q.34 is inap. if the R has said in Q.32 that he expected Wallace to win in his state.
- Q.35 The basic question asks year of birth only in order to find out what number of presidential elections to insert in Q.35a. If the R was not yet eligible to vote in the 1960 election, then Q.35a is inap. and you should proceed to Q.36. If the R says that he became a naturalized citizen after the age of 21, then you should redetermine the number of presidential elections for which he was eligible by subtracting 21 from the year he was naturalized. If the R says he was eligible to vote in more presidential elections than you have determined, accept the R's figure and use it in Q.35a. (This might be the case particularly for persons who have lived in Georgia or Kentucky where the voting age is 18.) Note that 35b need not be asked if the R reports voting in fewer than 3 elections in 35a.

- Q.36 This is our most important open-ended question on this interview, and it is similar in format to our major problems question on the pre-election questionnaire. You should list all differences offered to the initial question at the top of Page 13 and then for each difference proceed to the probes in the appropriate box, first noting down the keywords in each difference probed. If fewer than four differences are mentioned initially, then you should probe at least once at the appropriate place for any other differences. Also do not be content with a general answer such as: "they differ on civil rights", but probe to find out how the R sees them as different on this issue. The R may often answer this question on the differences between the two major parties in terms of the two candidates running this year. These responses should be recorded of course, but then you should also probe to ascertain any perceived differences between Republicans and Democrats in general. By using the time and event probes for each difference we are also trying to get the R to think about his perceptions of the parties during his whole political life, so be alert to any additional mentions which result from these "thinking-back" probes.
- Q.36b,etc. Anything mentioned as a precipitating event is fine, although we hope that there will be some clear time period evident in the response, such as Depression, New Deal, Roosevelt Era, World War II, Korean War, anti-poverty program, etc.
- Q.37 In this question we wish to find out what the familiar terms "conservative" and "liberal" mean to people, and how they associate the terms with the two major parties. Therefore it is very important that you avoid saying anything which might give the R any clue as to what the terms "conservative" or "liberal" mean to you. If he does not know what they mean, this is precisely what we would like to find out. If he asks you what we mean by these terms, reply that we would like him to use whatever meaning he would give these words. Actually, the probes 37b and 37c are included to find out what kind of meaning R attaches to these words when they are used to describe a party. An adequate response to 37b or 37c should reveal what specifically the word "conservative" means to the R.
- A few respondents may have already clearly given a liberal-conservative response in their answers to Q.36, and in these cases if you think the repetitiveness of 37-37b would be bad for rapport you may skip directly to 37c. In such a case make sure the answer to 37a is quite clear and make a note as to where in the answers to Q.36 the answers to 37a and b may be found.
- Q.38 Here we are interested in learning if the R sees Wallace and LeMay as more than popular individuals but as leaders of an organized political movement which is likely to have a continuing influence on American politics. We are particularly interested in this for an R who has voted for Wallace, but for all R's this question should help us to understand more about what they perceive a political party to be. So please obtain as full a response as possible here.

Q.39-40 These questions go on to ask what differences the R sees between Wallace and the two major parties, without the more extensive probing of Q.36.

Q.41-42 See also the Essential Information Section. The candidate names inserted by you in the box are to be used in Q.42 only if the R has not already given the correct names of the Republican and Democratic candidates in answer to Q.41a. Q.42 is to be asked of everyone, but the introductory sentence is only necessary if the R did not give the correct candidate names. Of course if there was only one candidate, or if there were more than two candidates, this sample sentence should be paraphrased accordingly. Note that 41b is a contingency question and need not be asked if both Democratic and Republican candidates are mentioned in 41a.

Note that Q.41-42 should be asked in regard to the congressional district in which the R presently resides, regardless of whether he voted in this district.

WASHINGTON, D.C. INTERVIEWERS: Q.41-42 ARE INAP FOR R'S INSIDE THE DISTRICT OF COLUMBIA SINCE THERE ARE NO D.C. CONGRESSIONAL CANDIDATES.

Q.43-44 Straightforward

Q.45a-b. If the R answers Q.45 affirmatively, then use Card #1 to determine which kinds of people he talked to. BE SURE TO COMPLETE MARKING "NO" OR "YES" FOR EACH OF THE FIVE CATEGORIES BEFORE GOING ON TO ASK 45b FOR EACH OF THE "YES" RESPONSES. Please indicate on the interview when the R says he has talked to several friends, or several relatives, etc.; but only ask 45b concerning the friend, relative, etc. to whom he has talked the most. Note that we have listed a "same" answer for 45b, although this alternative is not in the question as you ask it.

Q.45 In this question we are interested in identifying those people who made a conscious effort to persuade others to vote in a certain way. You may need a probe to determine whether the R's conversation was purely social, or whether he actually made some effort to convince someone else. If he has talked to others as part of being a campaign worker, please note this on the interview schedule.

Q.45c. As in the media questions, we are mainly interested in talk for a presidential candidate, but don't fail to record responses about other candidates. If the response does not concern a presidential candidate, please be sure to obtain the party of the candidate supported.

Q.46-49 Straightforward.

Q.50 We want to know about contacts by political party representatives, not by persons from R's union, the John Birch Society, etc.

Q.51 This is different from Q.45 because the showcard (#2) is used immediately as a part of the basic question. Note also that in this question we are trying to include both persons who came to the R and tried to convince him to vote in a certain way and persons whom the R consulted for advice as to how to vote. However, we are not interested in visits by party workers and canvassers to the R's house because these have been covered in Q.50.

Q.51a-c. AGAIN BE SURE TO COMPLETE MARKING "NO" OR "YES" FOR EACH OF THE FIVE CATEGORIES BEFORE GOING ON TO ASK 51b AND 51c FOR EACH OF THE "YES" RESPONSES. And again indicate when the R has been talked to by several friends, relatives, etc.; but ask 51b and 51c only for the friend, relative, etc. who has talked to him the most.

Q.52 The root question asks about "you or any member of your household". If the R answers that not he but some other household member was asked, then 52a and 52b should be reformulated to refer to this person (e.g. "By which party was your husband asked?").

All forms of solicitation which the R seems to consider as being "asked" are legitimate, including appeals broadcast over the radio or television. Also we don't ask an R if he gave without being asked, but please be alert to pick up any such cases in your marginal notes.

Note that 52c should only be needed when the R reports being asked by two or more parties. That is, we assume that the R gave to the party that asked him; but please go ahead and ask 52c if you suspect this assumption may be invalid.

Q.53-54 Straightforward.

Q.55 Remember that this question concerns the R's general interest in government and public affairs; not his interest in the current election campaign.

Q.55a-f. You can, of course, avoid repeating the three categories of attention as respondents become familiar with them.

Q.55e-g. When you finish this series you should ordinarily have entered a unique number in three of the four boxes. If R gives two levels or can't decide on 55e, you should still go on with 55f and 55g. Please make a note about any ties or "can't decides" which R gives.

Q.56-56a. The school board we're interested in is the one having jurisdiction over all public schools in the area where R lives. If R asks whether you mean the board for the high school or elementary school (they're usually the same), say you mean the high school. The directions in the parenthesis of Q.56 are to be followed only if you are interviewing in one of the big cities in a self-representing PSU. For example, if you are interviewing in Chicago, say "...interest in what your Chicago school board is doing..."; but outside of these big cities you can just say "...interest in what your school board is doing...".

- Q.57-58 Straightforward
- Q.59-60 Accept and record any kind of participation R gives. If R replies in terms of parochial school activities, be sure to record same.
- Q.61-65 Straightforward.
- Q.66-67 These questions use Cards #3 and 4. We hope it is not too difficult to explain to the R how to place each person some place on each scale within the one to seven series, considering these numbers as the extremes of each position and choosing some intermediate number for persons who are not perceived as taking these extreme positions. Please try to get the R to pick a number if at all possible rather than giving a verbal response, but don't push him too hard if he really doesn't seem to get the concept. And of course "DK" or "no opinion" are perfectly acceptable responses.
- Q.68-70 In these three questions we are trying to get the R's attitudes toward protests and demonstrations etc. Please record all comments fully. Particularly we would hope to capture as many comments as possible indicating any particular events the R has in mind (his frame of reference) as he gives his response.
- Q.71 This time we are using our "feeling thermometer" to measure attitudes toward particular individuals rather than toward general groups as on the pre-election study, and we think it should run very smoothly. Although our introduction only mentions "possible candidates for President", we have also added the three Vice-Presidential candidates at the end of the list. We doubt that this will disturb anyone. If an R has no opinion about a particular "possible candidate", do not assign a number but just record "DK" or "no opinion".
- Q.72-90 Straightforward. Try to get the R to choose only one box even if he has qualifications and record the qualifications in your marginal notes.
- Q.91-91c. These are usually answered without problems, but should they arise, these procedures should help. If R gives two levels on Q.91, check both boxes and continue with Q.91a. Then skip Q.91b (but check appropriate box) and ask, for Q.91c, why R likes the remaining level least.
- If R cannot make a distinction among the three levels, record his comments and proceed to Q.92.
- If two levels are given on Q.91b, check both boxes and ask Q.91c.
- Q.92-94 Straightforward. Again in the Q.94 series try to get the R to agree or disagree even if he has some qualifications.

PSU LIST OF CONGRESSIONAL CANDIDATES, 1968

(If all P45523 sample segments of a PSU are located in just one congressional district, then there is just a single line with the state abbreviation, congressional district number, Democratic candidate, and Republican candidate for the entire PSU. If the P 45523 sample segments of a PSU are located in more than one congressional district, as in all of the self-representing PSU's and in the larger non-self-representing PSU's, then Place Names and (where necessary) Segment Numbers are provided to indicate the district of interview. Note that minor party candidates are listed in parentheses below the Democratic and Republican candidates, followed by their party designations (Con for Conservative, Lib for Liberal, Consti for Constitutional, Pro for Prohibition, Ind for Independent, AIP for American Independent Party, PFP for Peace and Freedom Party, NDP for New Democratic Party, SLP for Socialist Labor Party, SWP for Socialist Workers Party). The asterisk denotes an incumbent.)

PSU (Place and Segments as Needed)	State & CD	Democratic Candidate	Republican Candidate
<u>Adair</u>	Mo. 9	*William Hungate	Christopher Bond
<u>Atlanta</u>			
Atlanta city 108,113	Ca. 4	James A. Mackay	*Ben Blackburn
110,111	Ca. 5	Charles Weltner	*Fletcher Thompson
Tract CL-0005	Ca. 6	*John J. Flynt	No candidate
<u>Baltimore</u>			
Baltimore city	Md. 4	*George H. Fallon	Thomas P. Raimondi
Lansdowne-Baltimore Highlands	Md. 7	*Samuel N. Friedel	Arthur W. Downs
Anne Arundel Co. District 2	Md. 1	E. Homer White	*Rogers Morton
<u>Black Hawk</u>	Iowa 3	John Van Escher	*H.R. Cross
<u>Boston</u>			
Boston city 010	Mass. 8	*Thomas P. O'Neill	No candidate
007,009	Mass. 9	*John W. McCormack	Alan C. Freeman
Malden city	Mass. 7	*Torbert Macdonald	William Abbott
Milton town; Canton town	Mass. 11	*James A. Burke	No candidate
<u>Butler</u>	Ohio 24	Lloyd D. Miller	*Donald Lukens
<u>Chicago</u>			
Chicago city 054	Ill. 1	*William Dawson	Janet R. Jennings
071	Ill. 7	*Frank Annunzio	Thomas J. Lento
027,033	Ill. 8	*Dan Rostenkowski	Henry Kaplinski
039,026	Ill. 9	*Sidney R. Yates	Edward U. Notz
042,021	Ill. 2	Abner J. Mivka	Thomas R. Ireland
023,043	Ill. 3	*William Murphy	Robert Podesta
Wilmette; Morton Grove	Ill. 13	David C. Baylor	*Donald Rumsfeld
Downers Grove vill. and twp.	Ill. 14	Marc Karson	*John Erlenborn
Cedar Lake	Ind. 2	Edward Kelly	Earl F. Landgrebe

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<u>PSU</u> (Place and Segments as Needed)	<u>State</u> & CD	<u>Democratic</u> Candidate	<u>Republican</u> Candidate	<u>PSU</u> (Place and Segments as Needed)	<u>State</u> & CD	<u>Democratic</u> Candidate	<u>Republican</u> Candidate
<u>Clark</u>	Ark. 4	*David H. Pryor	No candidate	<u>Hickman</u>	Tenn. 7	*Ray Blanton	John T. Williams
<u>Cleveland</u>				<u>Jefferson</u>	Ken. 3	Tom Ray	*William Cowger
Cleveland city	Ohio 21	Louis Stokes	Charles P. Lucas (P. Brockington, Ind)	<u>King</u>	Wash. 7	*Brock Adams	Robert Eberle
Euclid city	Ohio 22	*Charles A. Vanik	*Frances Bolton (David Wulp, Ind)	<u>Knox</u>	Ohio 17	Robert Levering	*John Ashbrook
Willoughby Hills vill.	Ohio 11	J. Paul Cotton	*J. William Stanton	<u>Lane</u>	Ore. 4	Edward Fadeley	*John Dellenback
<u>Crawford</u>	Iowa 7	Richard Oshlo	*William Scherle	<u>Logan, Colo.</u>	Colo. 4	*Wayne Aspinall	Fred Anderson
<u>Currituck</u>	N.C. 1	*Walter B. Jones	Reece B. Gardner	<u>Logan, Ill.</u>	Ill. 22	Carl Firley	*William Springer
<u>Dade</u>				<u>Los Angeles</u>			
Coral Gables	Fla. 12	*Dante B. Fascell	Mike Thompson	Los Angeles city	063,065,062,		
Miami; Miami Shores vill.	Fla. 11	*Claude Pepper	Ronald Strauss		064,066	Cal. 21	*Augustus Hawkins
					051,055	Cal. 22	*James C. Corman
					071	Cal. 26	(Hugh Manes, PFP)
<u>Detroit</u>					059,067	Cal. 30	Thomas M. Rees
Detroit city	074,085	Mich. 13	*Charles C. Diggs	Eugene Beauregard		Cal. 31	(Jack Weinberg, PFP)
	080,083	Mich. 14	*Lucien N. Nedzi	Peter O'Rourke		Cal. 30	Edward R. Roybal
	078,086	Mich. 17	*Martha Griffiths	John M. Siviter		Cal. 31	*Charles H. Wilson
Warren		Mich. 12	*James G. O'Hara	Max B. Harris			Samuel M. Cavnar
Allen Park		Mich. 15	*William D. Ford	John F. Boyle			James R. Dunn
Grosse Pte. Shores, Tracts							(S. Schulte, AIP)
MA-68, 877		Mich. 14	*Lucien N. Nedzi	Peter O'Rourke		Cal. 17	Glenn Anderson
						Cal. 28	John McKee Prat
<u>East Carroll</u>	La. 5	*Otto E. Passman	No candidate	Torrance	Cal. 17	Cal. 24	(S. Pearl, PFP)
				Manhattan Beach city	Cal. 28	Cal. 35	Fred Warner Neal
<u>Erath</u>	Tex. 17	*Omar Burleson	No candidate	Monrovia	Cal. 24		Thomas B. Lenhart
				Costa Mesa	Cal. 35		*Glenard Lipscomb
<u>Fairfield</u>	Conn. 4	*Donald J. Irwin	Lowell Weicker Jr.				*James B. Utt
				Long Beach; Carmelitos			(A. McDonald, AIP)
<u>Fayette</u>	Ken. 6	John C. Watts	Russell G. Mobley	housing dev.	Cal. 32		Arthur Gottlieb
							*Craig Hosmer
<u>Franklin</u>	Neb. 3	J.B. Dean	*Dave Martin				(R. Williams, AIP)
				<u>Luzerne</u>	Penn. 11	*Daniel J. Flood	Stanley Bunn
<u>Genesee</u>	Mich. 7	William R. Blue	*Donald Riegle Jr.				(D. Baker, Consti)
				<u>Lycoming</u>	Penn. 17	Donald J. Rippon	*Herman Schneebeli
<u>Hancock</u>	Ohio 8	Marie Baker	*Jackson Betts				(A. Watson, Consti)
<u>Harris</u>				<u>Maricopa</u>			
Houston city,	126,127,133,140	Tex. 7	No candidate	Phoenix city	Ariz. 3	Ralph Watkins Jr.	*Sam Steiger
	129,135	Tex. 8	*Bob Eckhardt	Tract PE 0008, Peoria div.	Ariz. 1	Robert E. Miller	*John J. Rhodes
	103,125,132	Tex. 22	*Bob Casey				
Tract 0095C		Tex. 7	No candidate	<u>Marion</u>			
				Indianapolis; Lawrence	Ind. 11	*Andrew Jacobs	W.W. Hill
				Tracts 0211 and 0212	Ind. 6	Phillip L. Bayt	*William G. Bray
<u>Hennepin</u>				<u>Marshall</u>	Ind. 3	*John Brademas	William Erwin
Minneapolis	Minn. 5	*Donald Fraser	Harmon Oghdahl				
		(D. Thorstad SWP)	(W. Braatz SLP)	<u>Mercer</u>	N.J. 4	*Frank Thompson Jr.	Sydney S. Souter
	Minn. 4	*Joseph E. Karth	Emery C. Barrette				

PSU (Place and Segments as Needed)	State & CD	Democratic Candidate	Republican Candidate
<u>Salt Lake</u>	Utah 2	Galen Ross	*Sherman P. Lloyd
San Bernadino	Cal. 33	Al C. Ballard	*Jerry L. Pettis (E.D. Wallen, AIP)
<u>San Diego</u>	Cal. 36	Don Lindgren	*Bob Wilson
<u>San Francisco</u>			
San Francisco (city) 007,003	Cal. 5	*Phillip Burton (M. Garson, PFP)	Waldo Velasquez
005,006	Cal. 6	Phillip Drath	*W.S. Mailliard
Berkeley	Cal. 7	*Jeffery Cohelan (H. Newton, PFP)	Barney E. Hilburn (W. Vanoy, AIP)
Millbrae; San Bruno	Cal. 11	Urban Whitaker (D.D. Ransome, PFP)	*P. McCloskey Jr.
Martinez area, Contra Costa Co.	Cal. 14	*Jerome R. Waldie	David W. Schuh (L. Hamilton, AIP)
<u>Santa Clara</u>			
San Jose	Cal. 10	Grayson S. Taketa (M. Primack, PFP)	*Charles S. Gubser
Milpitas	Cal. 9	*Don Edwards	Larry Fargher
<u>Sarasota</u>	Fla. 7	*James A. Haley	Joe Lovingood
<u>Sheboygan</u>	Wis. 6	John A. Race	*William Steiger (A. Balthazor Ind)
<u>Stoddard</u>	Mo. 10	Bill Burlison	Vernon Landgraf
<u>Susquehanna</u>	Penn. 10	Robert J. Landy	*Joseph M. McDade (E. Bancole, Consti)
<u>Taylor</u>	Tex. 17	*Omar Burleson	No candidate
<u>Toledo</u>	Ohio 9	*Thomas Ashley	Ben Marsh
<u>Tulare</u>	Cal. 18	Harlan Hagen	*Robert B. Mathias (E. Williams, AIP)
<u>Tulsa</u>			
Tulsa	Okla. 1	John B. Jarboe	*Page Belcher
Hominny City	Okla. 2	*Ed Edmondson	Robert G. Smith
<u>Ulster</u>	N.Y. 28	John S. Dyson (P. Dufault, Lib)	Hamilton Fish Jr. (G.G. Liddy, Con)

PSU (Place and Segments as Needed)	State & CD	Democratic Candidate	Republican Candidate
<u>Washington, D.C.</u>			
Washington D.C. Wheaton (uninc.)	No Congressmen Md. 8	M.C. Schweinhaut	*Gilbert Gude
Tract FAX-38, Dranesville dist.	Va. 8	Andrew McCutcheon	*William L. Scott
<u>Watauga</u>	N.C. 10	*Basil Whitener	*James T. Broyhill
<u>Whatcom</u>	Wash. 2	*Lloyd Meeds	Wallace M. Turner
<u>Worcester</u>	Mass. 4	*H.D. Donohue	Howard Miller Jr.
<u>York</u>	Maine 1	*Peter N. Kyros	H.A. Hildreth Jr.

STATE LIST OF GOVERNOR AND SENATOR CANDIDATES

		<u>Democratic Candidate</u>	<u>Republican Candidate</u>
Alabama	Gov. Sen. James B. Allen Perry O. Hooper	
Alaska	Gov. Sen. Mike Gravel *Ernest Gruening Elmer E. Rasmuson	
Arizona	Gov. Sen. Sam Goddard Roy L. Elson	*Jack Williams Barry Goldwater	
Arkansas	Gov. Sen. Marion H. Crank J.W. Fulbright	*Winthrop Rockefeller Charles J. Bernard	
California	Gov. Sen. Alan Cranston Paul Jacobs (PFP) Max Rafferty	
Colorado	Gov. Sen. Stephen L.R. McNichols *Peter H. Dominick	
Connecticut	Gov. Sen. *Abraham A. Ribicoff Edwin H. May	
Delaware	Gov. Sen. *Charles L. Terry	Russell W. Peterson	
Florida	Gov. Sen. LeRoy Collins Edward J. Gurney	
Georgia	Gov. Sen. *Herman E. Talmadge E. Earl Patton	
Hawaii	Gov. Sen. *Daniel K. Inouye Oliver M. Lee (PFP) Wayne C. Thiessen	
Idaho	Gov. Sen. *Frank Church George V. Hansen	
Illinois	Gov. Sen. *Samuel H. Shapiro Edward C. Gross (SLP) William G. Clark Louis Fisher (SLP)	Richard B. Ogilvie *Everett McKinley Dirksen	
Indiana	Gov. Sen. Robert L. Rock *Birch Bayh Ralph Levitt (SWP)	Edgar D. Whitcomb Melvin E. Hawk (Pro) William D. Ruckelshaus L. Earl Malcolm (Pro)	

		<u>Democratic Candidate</u>	<u>Republican Candidate</u>
Iowa	Gov. Sen. Paul Franzenburg Harold E. Hughes Robert Ray Harry Miller (Pro) David M. Stanley Verne M. Hagens (Pro)	
Kansas	Gov. Sen. *Robert Docking William I. Robinson Rick Harmon Marshall Uncapher (Pro) Robert Dole Joseph F. Hyskell (Pro)	
Kentucky	Gov. Sen. Katherine Peden Marlow W. Cook Duane Olson (Ind)	
Louisiana	Gov. Sen. *Russell B. Long No candidate	
Maine	Gov. Sen.	
Maryland	Gov. Sen. *Daniel B. Brewster Charles McC. Mathias	
Massachusetts	Gov. Sen.	
Michigan	Gov. Sen.	
Minnesota	Gov. Sen.	
Mississippi	Gov. Sen.	
Missouri	Gov. Sen. *Warren E. Hearnes Thomas F. Eagleton Lawrence K. Roos Thomas B. Curtis	
Montana	Gov. Sen. Forrest H. Anderson Wayne W. Montgomery (New Reform)	*Tim M. Babcock	
Nebraska	Gov. Sen.	
Nevada	Gov. Sen. *Alan Bible Ed Fike	

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		<u>Democratic Candidate</u>	<u>Republican Candidate</u>
New Hampshire	Gov. Sen.	Emile R. Bussiere John W. King	Walter R. Peterson *Norris Cotton
New Jersey	Gov. Sen.
New Mexico	Gov. Sen.	Fabian Chavez	*David F. Cargo
New York	Gov. Sen. Paul O'Dwyer *Jacob K. Javits James L. Buckley (Con)
North Carolina	Gov. Sen.	Robert W. Scott *Sam J. Ervin	James C. Gardner Robert Vance Somers
North Dakota	Gov. Sen.	*William L. Guy Herschel Lashkowitz	Robert P. McCarney Leo Landsberger (TRT) *Milton R. Young Duane Mutch (TRT)
Ohio	Gov. Sen. John J. Gilligan William B. Saxbe
Oklahoma	Gov. Sen. *A.S. Mike Monroney Henry Bellmon George Washington (AIP)
Oregon	Gov. Sen. *Wayne Morse Robert W. Packwood
Pennsylvania	Gov. Sen. *Joseph S. Clark Benson Perry (SLD) Pearl Chertov (Militant Worker) Richard S. Schweiker Frank W. Gaydosch (Constl)
Rhode Island	Gov. Sen.	Frank Licht	*John H. Chafee
South Carolina	Gov. Sen. *Ernest F. Hollings Marshall Parker
South Dakota	Gov. Sen.	Robert M. Chamberlin *George McGovern	Frank Farrar Archie Gubbrud
Tennessee	Gov. Sen.

		<u>Democratic Candidate</u>	<u>Republican Candidate</u>
Texas	Gov. Sen.	Preston Smith	Paul W. Eggers
Utah	Gov. Sen.	*Calvin L. Rampton Milton L. Weilenmann	Carl W. Buchner *Wallace F. Bennett
Vermont	Gov. Sen.	John J. Daley *George D. Aiken	Deane C. Davis *George D. Aiken
Virginia	Gov. Sen.
Washington	Gov. Sen.	John J. O'Connell *Warren G. Magnuson	*Daniel J. Evans Jack Metcaif
West Virginia	Gov. Sen.	James M. Sprouse	Arch A. Moore
Wisconsin	Gov. Sen.	Bronson C. LaFollette Adolf Wiggert (SLP) *Gaylord Nelson	*Warren P. Knowles Robert Wilkinson (SWP) Jerris Leonard
Wyoming	Gov. Sen.

* The asterisk is used to denote an incumbent.



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CARD #1

PEOPLE YOU TRIED TO SHOW
WHO TO VOTE FOR

1. Your wife or husband
2. A relative
3. A friend
4. Someone you work with
5. Other person
(PLEASE SPECIFY)

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CARD #2

PEOPLE WHO TALKED TO YOU
ABOUT WHO TO VOTE FOR

1. Your wife/husband
2. A relative
3. A friend
4. Someone you work with
5. Other person
(PLEASE SPECIFY)

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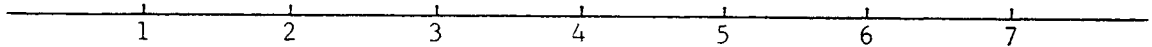
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CARD #3

URBAN PROBLEMS

Solve problems
of poverty
and unemployment

Use all
available force



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CARD #4

VIETNAM WAR OPINION

Immediate
withdrawal

Complete
military
victory

