



LYNDON BAINES JOHNSON LIBRARY & MUSEUM

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PR 16
WH 5-1

MATERIAL AT THE LBJ LIBRARY PERTAINING TO PUBLIC OPINION POLLS AND MAIL

INTRODUCTION

This list includes the principal files in the Johnson Library containing materials on public opinion polls and mail. It is not definitive, however, and researchers should consult with an archivist about other potentially useful files. The list includes collections that have been opened for research in whole or in part and those that are currently unprocessed or unavailable. The Library has also prepared lists of material available on the following topics: *Vietnam, the Media, and Public Support of the War*.

WHITE HOUSE CENTRAL FILES (WHCF), SUBJECT FILE

This permanent White House office was the main filing unit during the Johnson presidency, though not the primary file for foreign policy documents. Material was filed under 60 major subject headings, several of which are pertinent to public opinion polls and mail.

	<u>Box #</u>
PR 16, Public Relations, Public Opinion Polls	345-355
WH 5-1, White House Administration, Mail	7-12
WH 5-1-1, White House Administration, Mail Reports	12-13

WHITE HOUSE CENTRAL FILES NAME FILE

This file serves as a name index to the Subject File. Name Files, in general, contain copies of the first page of documents (used as cross references) filed in the Subject Files. Request files by name of individual or organization. There is a card file in the Reading Room card catalogue indicating those Name Files that are already available for research.

	<u>Box #</u>
Gallup, George	18
Harris, Louis	120
Quayle, Oliver	3

CONFIDENTIAL FILE (CF)

Arranged in the same subject categories as the WHCF Subject File, this file contains material that was security classified or otherwise sensitive. The CF Name File serves as a name index to the CF Subject

File. This collection also includes agency reports and oversize attachments. The CF has been processed, but some documents remain classified.

PR 16, Public Relations, Public Opinion Polls	<u>Box #</u>
WH 5-1, White House Administration, Mail	80-82
	99

NATIONAL SECURITY FILE

This file was the working file of President Johnson's special assistants for national security affairs, McGeorge Bundy and Walt W. Rostow. Documents in the file originated in the offices of Bundy and Rostow and their staffs, in the various executive departments and agencies, especially those having to do with foreign affairs and national defense, and in diplomatic and military posts around the world. More than one-half of the National Security File has been processed. Lists of classified documents have been placed in those folders, and you may request mandatory review of individual documents that have not yet been declassified in full.

Country File, Vietnam	<u>Box #</u>
A Survey of Public Opinion in South Vietnam (Quayle Report) [2 folders]	213

OFFICE FILES OF THE WHITE HOUSE AIDES

Many White House aides maintained office files of their own, physically separate from the rest of the White House Central Files. The files of each aide reflect his or her responsibilities. This list is not definitive, but it does include most pertinent folder titles. Folders not currently available for research will be processed upon request, but researchers should expect a delay. Please consult the finding aids for more detailed information on White House aides and their files.

	<u>Box #</u>
Bellinger	
Election 68 Polls	9
Polls – LBJ	13
Polls – Other	13
Busby	
White House Mail Referrals	28
A Survey of Public Opinion in Alabama – Poll Book* [missing]	34
Opinion Surveys – Alex Louis (Political)* [missing]	40
Political Polls	41
Notebook Containing Quayle Polls of 1965	OA 1
Califano	
Polls	7
Cater	
Student Loan Programs (1)	43
Goldstein	
Trends in Western European Public Opinion on U.S. Policy Objectives (USIA)	13
Goodwin	

	Public Opinion Research	11
Manatos	[General Correspondence –] Polls	39
McPherson	Polls	13
	Vietnam – 1967 (Part 1)	28
	Politics [2 of 2]	31
Middleton	Six Day War – Harris Poll Rating on LBJ on Middle East Crisis & Talk with Kosygin	73
	Mail [contains folder labeled "The President's Mail"]	90
Moyers	Dick Scammon Memos (Commerce)	3
	Memos to the President 1/65 – 6/65	11
	Memos to the President 7/65 – 12/65	11
	BDM Memos September 1965 – March 1966	11
	BDM Memos June - July 11, 1966	12
	BDM Memos July 12 - August 1966	12
	BDM Memos September 1966 – February 1967	12
	Friday, October 16, 1964	27
	Public Reaction to President Johnson's Acceptance Speech	29
	Pre-Election Material – October [1964] [1 of 2]	30
	Politics [1, 2 of 2]	40
	Poll (General)	56
	National Opinion Survey; Vietnam – October 1965-January 1966	101
	National Rural Opinion Survey; Vietnam – November-December 1965	101
	Opinion Polls – Highlights	101
	Correspondence on 1964 Election and Political Polls	115
	Quayle Polls	131
Panzer	Public Opinion Digest, 1963	141
	Public Opinion Digest, 1964	145
	American Opinion Summary [Dept. of State][3 folders]	147
	Files of Polls, Current and Past, by State	167-179
	Climate of Texas Opinion about the coming Senatorial Race	179
	Listing of Polls [alphabetical by subject]	179-182
	Oliver Quayle Polls	186
	American Opinion Survey [3 folders]	188
	Polls – Kraft AFL-CIO [2 folders]	188
	Research and Reference Service (Foreign Polls)*	190
	Oliver Quayle Polls [1966, by state]	214-216
	Miscellaneous Polls	216-217
	Foreign Polls [2 folders]	218
	Quayle Polls in Foreign Lands and by States [4 folders]	218-219
	National Polls, December 1967 [missing]	219
	National Polls, February – November 1967 [missing]	219
	Polls [by state]	220-223
	Mutual Broadcasting System Polls	223
	Kraft Opinion Polls on Unions, February 1967	224

	Two Polls Graphs*	OA (305)
	Polls Charts*	OA (306)
	Poll Percentage – Memos to President re, 6/15/67	393
	Mostly '68 Election Polls	393
	Polls, Backup to Memos to the President	395
	Public Opinion PR 16-1	403
	Public Opinion Quarterly Reprints	404
	Quayle Reports	406
	[Public Opinion Quarterly Fall 1966]	407
	Miscellaneous Material Dealing with Polls and Reaction about Vietnam	542
	Public Opinion Polls (Magazine)	543
Popple		
	Mail Analysis for the President	1
Watson		
	California-B-Primary [1-5 of 5]	2-3
	California-C-General [1 of 2]	3
	Michigan [1 of 5]	9
	Pennsylvania-A [1 of 5]	15 [1 of 2]
	Pennsylvania-B-Primary	15 [1 of 2]
	West Virginia-B-Primary	17
	Wisconsin-B-Primary [2 of 2]	18
	Choice '68 – Time-Sponsored College Poll	18
	Farm Bloc	23
	Krim, Arthur	26 [1 of 2]
	Labor Bloc [1-3 of 3]	26 [1 of 2]
	Moyers, Bill	27
	National [1-2 of 2]	27
	Nixon, Richard	27
	Panzer, Fred – Memos [1-4 of 4]	28
	Reagan, Gov. Ronald	28
	Republican National Convention	29
	Spivack, Robert	31 [1 of 2]
	Viet Nam [2-3 of 3]	32
Wilson		
	Polls	14

DIARIES AND APPOINTMENT LOGS

The Diary Cards in the Reading Room provide an alphabetically arranged name index to the President's appointments. Once the date of an appointment has been determined, check the "Diaries and Logs" finding aid for the numbers of the appropriate boxes in both the Daily Diary and the President's Appointment File (Diary Backup). The Daily Diary is a log sheet of appointments and phone calls maintained by the White House secretaries. The Diary Backup contains preparation material, press releases, and schedules for meetings and appointments, as well as some reports and notes from the meetings.

Harris, Lou
Quayle, Oliver

6/8/68, 7/10/68, 10/31/68
10/15/64, 10/20/64, 6/7/68, 10/17/68

MAIL SUMMARIES

Weekly reports on the subject and disposition of mail received in the White House Mail Room addressed to President Johnson. Includes copies of summaries filed in White House Central Files Subject File categories General WH 5-1 and Executive WH 5-1-1.

	<u>Box #</u>
Mail Summaries, January 1965 – December 1968 [i.e., January 1969]	1 – 5
Referral Mail Summaries, June 1965 – January 1969	6, 7
Mail Summaries from WH 5-1, December 1963 – January 1969	8, 9

PUBLIC OPINION MAIL

Letters, cards, telegrams and petitions from the general public addressed to the President, some of which were referred to departments and agencies. A sampling was filed in the White House Central Files, with the remainder placed in bulk storage. Topics with the most correspondence include: Civil Rights (250 boxes), 1964 Railroad Minimum Rate Legislation (227 boxes), the 1967 Middle East Crisis (246 boxes), Vietnam (over 200 boxes) and 1964 Election Congratulations (74 boxes). See the Mail Summaries for tabulations of mail volume by subject and time period. Researchers should consult the Public Opinion Mail finding aid and talk with an Archivist before requesting any of this material.

PERSONAL PAPERS

These collections from individuals or organizations came to the Library separately from President Johnson's papers. See the Personal Papers finding aid for more detailed information about their contents and availability.

Harris, Louis & Associates [1958-1960] 1 box (3")

	<u>Box #</u>
Democratic National Committee Papers, Series I:	
Civil Rights - 1964. Polls and other expressions of public feeling	5
Congress, 88th, 2nd Session. Record of Congress, 1964. Editorial Criticism and Public Polls and Appraisals	6
Democratic National Committee, 1964: Reports of Public Opinion Polling by the National Committee	20
Medicare Bill 1964: 88th, 2nd, Editorials and Polls	26
Medicare in 89th Congress, 1st Session - 1965: Editorials, Polls and Comment	26
American Institute of Public Opinion - Post Election Polls On Special (1960) Bloc Voting, Catholic Vote, Negro Vote, Women's Vote, Protestant, Labor. (Published Dec. 1960)	38
Poverty War - Public Reaction - Opinion Polls	43
Poverty War - Public Reaction Polls, etc. 1965	44
Republican Party - Polls	51
Republican Party and 1964 Election - Popularity and Preference Polls of Possible Presidential Candidates	54

University of Michigan Election Survey of 1960 Election	71
Vice Presidency - Polls for Dem. and Rep. Choices	73
Voting Groups - 1958. Gallup Poll Showing That The GOP Lost Ground to Five Occupational Groups	74
Election 1968 - Preelection Surveys, NY Times, Newsweek, Time, etc.	74
Elections 1966 - Rep. Coord. Comm. Opinion Research Survey	75
Elections 1966 - Surveys	75
[Election Results] Editor and Publisher, 1964 Polls on Editorial Support	76
Election 1964 - Presidential Polls by New York News	76
Tax Bill (Cut And Reforms) 1963 Public Opinion - Polls & Other Expressions of Opinion	80
Johnson, Pres. Lyndon: Civil Rights 1965. Polls	112
McCarthy Polls	125
Johnson, Pres. Lyndon: Magazine Articles; "Pollsters Check - and Check Again"	147
Business Week, 9-12-64	
President Lyndon Johnson: Popularity, Public Opinion Polls and Appraisals	152
Johnson, Pres. Lyndon: Polls 1968	152
Johnson, Pres. Lyndon: Polls 1967	153
Johnson, Pres. Lyndon: Polls 1967. Comparison of College Student's Polls with 1964	153
Johnson, Pres. Lyndon: Polls 1967. Special Polls PA, Calif, N.M., N.Y., Penn. by Archibald Crossley	153
Johnson, Pres. Lyndon: Polls 1966	153
Johnson, Pres. Lyndon: Vietnam Polls 1965-1966	154
Johnson, Pres. Lyndon: Polls 1966. Poll of State Chairman. August 1968 Potential	154
Johnson, Pres. Lyndon: Polls 1966. Iowa Polls of 1966. Bellwether and State Polls	154
Johnson, Pres. Lyndon: Polls Analysis from Truman to Johnson by DNC Research Dept.	154
<u>Not to be Given Out</u>	
Johnson, Pres. Lyndon: Polls 1965	154
Johnson, Pres. Lyndon: Polls, Iowa Polls	154
Rusk, Dean - Polls	169
Johnson, Pres.: Polls - as of June '64	180
Johnson, Pres. Lyndon B.: Polls. Public Opinion Polls after accession to Presidency	180
Johnson, Pres.: Backlash, Surveys and Columns	180
Johnson, Pres.: Polls, Public Opinion Surveys as of March 1 thru May 31, 1964	180
Johnson, Pres.: Election Polls: Bellwether Counties	180
Johnson, Pres.: Campaign Surveys: The Silent Vote	180
Johnson, Pres. Lyndon: Polls. Columns by Sam Lubell	180
Johnson, Pres. Lyndon: Polls 1964	181
Johnson, Pres. Lyndon: Polls 1964; Compilation of Polls by DNC 1964	181
Johnson, Pres. Lyndon: Polls Dec.1-31, 1964. Post Election Poll	181
Johnson, Pres. Lyndon: Polls; July 1-31,1964	181
Johnson, Sen. Lyndon: 1960 Politics – Polls	193
Alsop, Joseph: 1962 Election: Polls and Results	207
Alsop, Joseph: July 1962 Series of Columns on New York political picture (Lou Harris Polls, etc. Kennedy Popularity)	207
Rockefeller Nelson, Politics 1964, 50 State survey by the staff of the Christian Science Monitor on Appraisal or chances for Rep. nomination	229
Rockefeller Nelson, Polls Three-Part Gallup Poll on Effect of Marriage-May, 1963	232
Rockefeller Nelson, Marriage to Mrs. Murphy-1963 Gallup-Taken Before Marriage	232
Rockefeller, Gov. Nelson, Appraisals and Polls	233
Rockefeller, Gov. N.Y. - Polls	239

Rockefeller, Gov. Nelson - 1961 Politics - Polls	239
Rockefeller, Gov. and 1960 - Statement at Governor's Conf. that he would rely on public opinion polls in deciding whether or not to return in 1960 - Later statement denying that he would depend on polls, etc. (Aug. 1959)	242
Humphrey, Sen. Hubert - 1960 Politics, Polls, 1960	249
Humphrey, Sen. Hubert H., 1964 Vice-Presidential Campaign, Polls, General	251
Humphrey, Hubert H. - 1965: Polls	257
Humphrey, Sen. Hubert H. - Polls and Voting Record	260
Humphrey, Vice Pres.'68 Campaign. Support for: <u>Polls</u>	263
Public Opinion Polls in 1948 Election Analysis of why they went wrong etc. (see also Gallup, Roper, Crossley, etc)	268
Public and Journalists Opinion Polls [Tax Legislation 1963]	272
Editor and Publisher - Polls of Pres. Elections 1952	276
Editor and Publisher - 1956. Survey of Newspaper Support for both candidates in Presidential Election	276
Editor and Publisher - Newspaper Presidential Poll Sept 17, 1960	276
Polls and President Johnson From 1963 - Removed From Binder	290
Goldwater, Sen. Barry: Politics 1964 Political Polls 1963 Appraisals	309
Goldwater, Sen. Barry: Political Polls 1964	309
Goldwater, Sen. Barry: Politics 1964, Political Polls 1963	309
Goldwater, Sen. Barry: 1962 Goldwater Polls	309
Goldwater, Sen. Barry: Magazine Article, Time and Newsweek Oct 1963 Surveys on Goldwater Pres. Kennedy etc.	318
Goldwater, Sen. Barry: Polls, Cartoons and Appraisals	318
Goldwater, Sen. Barry - Civil Rights as a political issue: Special Survey in Chicago Sun Times Aug. 2 and 3, 1964 - Backlash Survey	332
Goldwater, Sen. Barry: Predictions: GOP Survey of states and how they will go on Nov. 3 Democratic National Committee Papers, Series II:	337
Goldwater - either/or Polls	69
Voting Strengths of Two Major Parties, Gallrys Polls Showing More Register Dems. Than Repubs. 1957 - 1960	103
Polls - 1967	111
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Rockefeller - Polls	118
McCarthy, Sen. Eugene: Campaign 1968 Polls	126
Harris, Louis - (Pollster) 1967 Polls	135
Nixon, Richard: cartoons 1964-63 Polls, appraisals	172
Nixon, Richard: political polls 1964	172
Nixon, Richard: Polls 1963	173
Scranton, William: Politics 1964 - Polls	232
Lodge, Henry Cabot 1964 Pres. Race Popularity Polls	245
Presidential Primary - California June 2, 1964 Role of the Computer and Public Opinion Polls in California Primary	261
Miller, William E. - Cartoons and Polls	297
Miller, William E. - Vice Presidential campaign Polls - 1964	297

RECORDINGS AND TRANSCRIPTS OF TELEPHONE CONVERSATIONS

The Johnson Library staff is currently processing the recordings and transcripts of President Johnson's telephone conversations. The collection includes over 6,000 recordings of conversations with members of Congress, other public officials, civil rights leaders, members of the press, friends and family. LBJ Library staff have noticed significant errors and omissions in the transcripts and suggest that transcripts and recordings be used together. See the Library's web site (<http://www.lbjlib.utexas.edu/johnson/archives.hom/Dictabelt.hom/content.asp>) for descriptions of the conversations.

ORAL HISTORY COLLECTION

Transcripts of oral history interviews may be consulted at the Library or borrowed through interlibrary loan by writing to the Interlibrary Loan Archivist, Lyndon B. Johnson Library, 2313 Red River Street, Austin, Texas, 78705. Interviews with the following people contain material on public opinion and are open for research. Contact the Interlibrary Loan Archivist regarding the procedure for obtaining interviews marked (wp), which require written permission from the interviewee. A complete list of oral histories is available and is maintained in the Reading Room.

Kenneth M. Birkhead	AC 74-174
Charles F. Herring	AC 69-71
Lawrence F. O'Brien	AC 92-12 (Interview 1)
	AC 92-13 (Interview 2)
	AC 92-16 (Interview 5)
	AC 92-17 (Interview 6)
	AC 92-18 (Interview 7)
	AC 92-19 (Interview 8)
	AC 92-20 (Interview 9)
	AC 92-21 (Interview 10)
	AC 92-26 (Interview 15)
	AC 92-27 (Interview 16)
	AC 92-31 (Interview 20)
	AC 92-32 (Interview 21)
	AC 92-34 (Interview 23)
	AC 92-35 (Interview 24)
	AC 92-36 (Interview 25)
	AC 92-37 (Interview 26)
	AC 92-42 (Interview 30)
Richard M. Scammon	AC 75-15