

The Kennedy Half Century

National Polling Results

Topline

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FINAL

Study #10000b
Kennedy Anniversary Online Survey
June 2012

Please note: all results are shown as percentages unless otherwise stated.

1a. On the whole, would you say that you are satisfied or dissatisfied with the future facing you and your family?

	All Adults	Age 54 And Under	Age 55 And Over	
Satisfied.....	35	36	32	[123]
Dissatisfied.....	44	41	49	
Not sure.....	21	23	19	

1b. Suppose you could bring back any of the U.S. presidents, living or dead, to be the next president of the United States. Who would you most want to be the next president? [124-130]

	All Adults	Age 54 And Under	Age 55 And Over
Ronald Reagan	24%	22%	28%
Bill Clinton	21	22	20
John Kennedy	13	11	16
Abraham Lincoln	9	12	5
Franklin Roosevelt	6	6	7
Barack Obama	5	6	4
No response, none	5%	6%	4%

2. Some people talk about an event or experience as a “defining” event for a particular generation of Americans. Please indicate which two of the following you think had the greatest impact on your generation.

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE OF ALL ADULTS

	All Adults	Age 54 And Under	Age 55 And Over	
The attacks of September 11 th	85	93	72	[131]
The assassination of John F. Kennedy.....	36	19	64	>
The Oklahoma City bombing.....	24	35	6	
The attack on Pearl Harbor.....	20	14	30	
The assassination of Martin Luther King, Jr.....	20	19	21	
The explosion of the Challenger space shuttle.....	15	20	7	

ASK ONLY OF RESPONDENTS WHO SELECT "The assassination of JFK" in Q.2.)

3. In the space below, please describe why you identify the assassination of John F. Kennedy as the defining event for your generation. What were the most important impacts or effects of this event on people your age? [132-138]

	All Adults	Age 54 And Under	Age 55 And Over
I just remember it happening/where I was at the time/watching news reports, it was the biggest news event of the time	11%	7%	14%
It was shocking/traumatic, couldn't believe it happened	10	5	12
First modern-era president assassinated, raised awareness of safety of the president	10	4	13
He died too young, taken too soon, who knows what he could've accomplished	9	13	7
People felt vulnerable/unsafe/afraid/worried	7	6	8
A great president/leader, leader of the free world, strong, decisive	7	8	7
All other responses	14	21	11
Don't know; no response	7%	12%	4%

4. Some people can remember exactly where they were, whom they were talking to, or what they were doing when they heard news of these specific events. Other people do not have clear memories of the events of that day.

For each of the following, please indicate whether you have a clear and vivid memory of this event, a vague memory of this event, no clear memory of this event, you do not remember it happening, or you were not yet born.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE OF ALL ADULTS WHO SAY CLEAR AND VIVID MEMORY

	Clear And Vivid Memory	Vague Memory	No Clear Memory	Do Not Remember It Happening	Not Yet Born	
The attacks of September 11th						[139]
All adults	95	4	1	-	-	
Age 54 and under	93	6	1	-	-	
Age 55 and over	97	2	1	-	-	
The assassination of John F. Kennedy *						[141]
Age 54 and over	84	12	4	-	-	
The explosion of the Challenger space shuttle *						[143]
All adults	63	25	10	2	-	
Ages 54 and under (Age 31).....	55	28	12	4	1	
Age 55 and over	71	21	8	-	-	
The attack on Pearl Harbor *						[140]
Age 76 and over	41	30	20	7	2	
The Oklahoma City bombing *						[144]
All adults	36	38	21	4	1	
Ages 54 and under (Age 22).....	27	40	25	7	1	
Age 55 and over	48	36	15	1	-	
The assassination of Martin Luther King, Jr. *						[142]
Age 49 and over	34	32	26	7	1	

* The item was only asked of respondents if he/she was 5 years of age or older (Q.1b) when event occurred.

5. The following is a list of U.S. presidents who served between 1950 and 2000. Please rate each president on a scale from zero to 10 using the scale below. If you do not have an opinion of that particular president, please just check that box.

THIS TABLE HAS BEEN RANKED BY THE HIGHEST MEAN SCORE OF ALL ADULTS

	<i>Mean</i>	One Of Our Country's Best Presidents		One Of Our Country's Worst Presidents		No Opinion	
		<u>9-10</u>	<u>7-8</u>	<u>4-6</u>	<u>0-3</u>		
John F. Kennedy							[147-148]
All adults	7.6	34	32	20	4	10	
Age 54 and under	7.5	28	32	20	4	16	
Age 55 and over.....	7.7	42	30	21	5	2	
Ronald Reagan							[157-158]
All adults	6.9	36	21	22	13	8	
Age 54 and under	6.9	33	21	22	12	12	
Age 55 and over.....	6.9	41	20	23	15	1	
Dwight Eisenhower							[145-146]
All adults	6.8	15	24	26	4	31	
Age 54 and under	6.6	9	22	24	3	42	
Age 55 and over.....	7.0	24	29	28	5	14	
Bill Clinton							[161-162]
All adults	6.7	33	24	24	16	3	
Age 54 and under	6.6	32	24	24	16	4	
Age 55 and over.....	6.7	34	26	23	16	1	
Gerald Ford							[153-154]
All adults	5.0	3	15	41	17	24	
Age 54 and under	5.1	2	13	36	13	36	
Age 55 and over.....	4.9	4	18	49	24	5	
George H.W. Bush							[159-160]
All adults	4.9	10	24	31	30	5	
Age 54 and under	4.7	8	23	31	31	7	
Age 55 and over.....	5.2	14	27	30	28	1	
Lyndon Johnson							[149-150]
All adults	4.9	5	15	32	19	29	
Age 54 and under	5.0	3	12	27	13	45	
Age 55 and over.....	4.9	6	20	41	28	5	
Jimmy Carter							[155-156]
All adults	4.6	7	17	32	28	16	
Age 54 and under	4.8	8	16	29	23	24	
Age 55 and over.....	4.2	6	18	36	38	2	
Richard Nixon							[151-152]
All adults	3.7	3	11	32	40	14	
Age 54 and under	3.8	2	10	31	35	22	
Age 55 and over.....	3.6	4	12	34	48	2	

6. From that same list of presidents who served between 1950 and 2000, which one or two stand out in your mind as the best president(s)?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE OF ALL ADULTS

	<u>All Adults</u>	<u>Age 54 And Under</u>	<u>Age 55 And Over</u>	
Bill Clinton.....	46	48	43	[163]
Ronald Reagan.....	46	45	46	>
John F. Kennedy.....	41	38	46	
Dwight Eisenhower.....	14	11	19	
George H.W. Bush.....	14	14	13	
Jimmy Carter.....	7	8	4	
Lyndon Johnson.....	6	5	7	
Richard Nixon.....	3	3	3	
Gerald Ford.....	1	1	2	

7. Thinking about how much you feel you know about different presidents in terms of their personal history and background before becoming and while serving as president, please indicate how much you feel you know about each of the following presidents.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE OF ALL ADULTS WHO SAY KNOW A GREAT DEAL OR FAIR AMOUNT

	<u>Know A Great Deal</u>	<u>Know A Fair Amount</u>	<u>Know Some</u>	<u>Know Very Little</u>	<u>Know Nothing At All</u>	
John F. Kennedy						[168]
All adults.....	20	42	27	8	3	
Age 54 and under.....	18	36	30	11	5	
Age 55 and over.....	25	51	21	2	1	
Ronald Reagan						[170]
All adults.....	20	38	29	9	4	
Age 54 and under.....	19	33	31	12	5	
Age 55 and over.....	23	45	26	5	1	
Abraham Lincoln						[165]
All adults.....	21	35	29	11	4	
Age 54 and under.....	24	33	27	11	5	
Age 55 and over.....	16	38	31	12	3	
George Washington						[164]
All adults.....	16	33	32	14	5	
Age 54 and under.....	19	31	30	14	6	
Age 55 and over.....	11	34	36	15	4	
Franklin D. Roosevelt						[166]
All adults.....	11	25	34	21	9	
Age 54 and under.....	11	22	32	24	11	
Age 55 and over.....	10	29	37	18	6	
Dwight Eisenhower						[167]
All adults.....	6	21	31	27	15	
Age 54 and under.....	4	16	26	33	21	
Age 55 and over.....	10	30	39	17	4	
Lyndon Johnson						[169]
All adults.....	7	19	28	29	17	
Age 54 and under.....	6	11	22	35	26	
Age 55 and over.....	10	30	39	18	3	

8a. Please use the space provided to write a brief impression or feeling you have about President John F. Kennedy. For example, how you would describe his most significant attributes and/or what you most closely associate with him. Please limit your response to 50 words. [171-177] *

	All Adults	Age 54 And Under	Age 55 And Over
A great man, a good family, youthful, energetic, relatable	15%	15%	16%
A good president/leader, strong, decisive	13	12	14
Cuban Missile Crisis, standing up to Cuba/USSR	12	10	14
He was assassinated/got shot while in office	9	12	5
Civil rights/equality of the races, started integration	9	8	11
He had good ideas/plans/goals for our country, a progressive thinker	7	7	8
All other responses	12	11	12
Don't know; no response	8%	11%	4%

* Asked of one-half the respondents (FORM A).

8b. From what you have read, heard, or seen, what is the most profound change John F. Kennedy made on the country by being president of the United States? Please limit your response to 50 words. [208-214] **

	All Adults	Age 54 And Under	Age 55 And Over
Civil rights/equality of the races, started integration	19%	21%	17%
Cuban Missile Crisis, standing up to Cuba/USSR	17	15	21
He started the space program, envisioned putting a man on the moon	13	13	13
Motivated/engaged people, got the people involved	5	2	9
A great man, a good family, youthful, energetic, relatable	4	4	6
He was assassinated/got shot while in office	4	5	2
All other responses	8	8	8
Don't know; no response	19%	24%	12%

** Asked of one-half the respondents (FORM B).

9. How much would you say you admire President John F. Kennedy? *

	All Adults	Age 54 And Under	Age 55 And Over	
Admire a great deal	21	17	29	[215]
Admire a fair amount.....	38	38	38	
Admire just some	23	24	20	
Do not admire much	6	5	7	
Do not admire at all.....	4	4	4	
No opinion.....	8	12	2	

* Asked of one-half the respondents (FORM A).

10. How much impact do you think President Kennedy had on our country in terms of his policies and their legacy? **

	All Adults	Age 54 And Under	Age 55 And Over	
Impacted a great deal	29	27	32	[216]
Impacted a fair amount	42	40	46	
Impacted just some	17	18	14	
Did not impact much	3	3	4	
Did not impact at all	1	-	2	
No opinion.....	8	12	2	

** Asked of one-half the respondents (FORM B).

11. Here is a list of words that people have used to describe the “mood” of the country at different times in our history. Please select the two or three words that you feel best capture the mood of the country when John F. Kennedy was president. *

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE OF ALL ADULTS

	All Adults	Age 54 And Under	Age 55 And Over	
Changing	37	40	31	[217-218]
Young/youthful	36	33	40	>
Optimistic.....	33	30	37	
Idealistic	25	24	27	
Growing.....	19	20	16	
United/unified	17	17	18	
Upbeat.....	15	12	20	
Tense	14	16	10	
Happy	11	12	9	
Prosperous	10	9	12	
Worried/stressed	10	11	8	
Glamorous.....	10	8	13	
Divided	8	9	6	
Innovative	8	9	8	
Innocent/naïve.....	7	6	9	
Traditional.....	7	8	4	
Moral	6	7	4	
Declining	2	3	-	

* Asked of one-half the respondents (FORM A).

12. The following are quotes from John F. Kennedy. Please read them all and then select the two statements you feel our country would most benefit from today in focusing our approach to government and citizenship. **

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE OF ALL ADULTS

	First Choice			
	All Adults	Age 54 And Under	Age 55 And Over	
“Ask not what your country can do for you, ask what you can do for your country.”	35	31	41	[219]
“Let us not seek the Republican answer or the Democratic answer, but the right answer. Let us not seek to fix the blame for the past. Let us accept our own responsibility for the future.”	33	36	29	>
“Let every nation know, whether it wishes us well or ill, that we shall pay any price, bear any burden, meet any hardship, support any friend, oppose any foe to assure the survival and the success of liberty.”	11	11	13	
“If a free society cannot help the many who are poor, it cannot save the few who are rich.	9	9	7	
“We choose to go to the moon in this decade and do the other things, not because they are easy but because they are hard, because that goal will serve to organize and measure the best of our energies and our skills.”	5	5	5	
“It is an unfortunate fact that we can secure peace only by preparing for war.”	4	5	3	
“Let the word go forth from this time and place, to friend and foe alike, that the torch has been passed to a new generation of Americans--born in this century, tempered by war, disciplined by a hard and bitter peace.”	3	3	2	

** Asked of one-half the respondents (FORM B).

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE OF ALL ADULTS

	Combined First And Second Choice		
	All Adults	Age 54 And Under	Age 55 And Over
“Let us not seek the Republican answer or the Democratic answer, but the right answer. Let us not seek to fix the blame for the past. Let us accept our own responsibility for the future.”	63	62	63
“Ask not what your country can do for you, ask what you can do for your country.”.....	49	45	55
“Let every nation know, whether it wishes us well or ill, that we shall pay any price, bear any burden, meet any hardship, support any friend, oppose any foe to assure the survival and the success of liberty.”	28	26	30
“If a free society cannot help the many who are poor, it cannot save the few who are rich.	26	30	20
“We choose to go to the moon in this decade and do the other things, not because they are easy but because they are hard, because that goal will serve to organize and measure the best of our energies and our skills.”	14	14	14
“It is an unfortunate fact that we can secure peace only by preparing for war.”	12	13	9
“Let the word go forth from this time and place, to friend and foe alike, that the torch has been passed to a new generation of Americans--born in this century, tempered by war, disciplined by a hard and bitter peace.”	9	10	8

** Asked of one-half the respondents (FORM B).

13a. Below is a list of things that John F. Kennedy did as president. For each, please indicate how familiar you are with this aspect of John F. Kennedy's presidency--very familiar, fairly familiar, just somewhat familiar, not that familiar, or not at all familiar.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE OF ALL ADULTS WHO SAY VERY FAMILIAR

	<u>Very Familiar</u>	<u>Fairly Familiar</u>	<u>Just Somewhat Familiar</u>	<u>Not That Familiar</u>	<u>Not At All Familiar</u>	
Set a goal of putting a man on the moon within 10 years						[221]
All adults	41	25	18	8	8	
Age 54 and under	36	23	20	10	11	
Age 55 and over.....	47	30	16	5	2	
Stood up to the Soviet Union on the expansion of missiles into Cuba						[222]
All adults	41	24	17	8	10	
Age 54 and under	33	23	19	11	14	
Age 55 and over.....	55	27	12	3	3	
Used the authority of the federal government to protect the civil rights of African Americans in desegregating schools in Alabama and Mississippi						[226]
All adults	27	31	23	10	9	
Age 54 and under	23	27	24	13	13	
Age 55 and over.....	33	38	20	7	2	
Proposed the legislation that became the Civil Rights Act						[227]
All adults	22	30	25	13	10	
Age 54 and under	19	28	23	15	15	
Age 55 and over.....	28	33	26	11	2	
As the first Catholic president, spoke about the importance of the separation of church and state						[229]
All adults	22	24	25	16	13	
Age 54 and under	19	22	23	18	18	
Age 55 and over.....	28	28	26	14	4	
Developed the Peace Corps to influence public service						[220]
All adults	21	26	26	15	12	
Age 54 and under	14	21	29	18	18	
Age 55 and over.....	32	34	22	9	3	
Supported Berliners in their stance against communism						[223]
All adults	18	22	24	18	18	
Age 54 and under	13	19	23	21	24	
Age 55 and over.....	26	29	25	12	8	
Negotiated and signed the first treaty ending above ground testing of nuclear weapons						[224]
All adults	10	22	31	22	15	
Age 54 and under	9	18	30	22	21	
Age 55 and over.....	12	29	31	22	6	
Issued an executive order creating a commission on women, and signed the first equal pay law						[225]
All adults	8	22	29	25	16	
Age 54 and under	7	20	25	26	22	
Age 55 and over.....	10	24	34	25	7	
Passed a major tax cut						[228]
All adults	6	15	25	32	22	
Age 54 and under	6	11	23	31	29	
Age 55 and over.....	6	19	29	34	12	

13b. Which of the following do you consider to be the top-three accomplishments of John F. Kennedy's presidency?

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE OF ALL ADULTS

	First Choice			[230-231]
	All Adults	Age 54 And Under	Age 55 And Over	
Stood up to the Soviet Union on the expansion of missiles into Cuba	29	22	38	>
Proposed the legislation that became the Civil Rights Act	16	18	12	>
Set a goal of putting a man on the moon within 10 years	15	16	14	
Used the authority of the federal government to protect the civil rights of African Americans in desegregating schools in Alabama and Mississippi	14	15	13	
Developed the Peace Corps to influence public service	7	6	8	
Issued an executive order creating a commission on women, and signed the first equal pay law	6	7	4	
Negotiated and signed the first treaty ending above ground testing of nuclear weapons.....	5	6	5	
Passed a major tax cut	3	4	2	
As the first Catholic president, spoke about the importance of the separation of church and state.....	3	4	3	
Supported Berliners in their stance against communism	2	2	1	

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE OF ALL ADULTS

	Combined 1 st , 2 nd , 3 rd Choice		
	All Adults	Age 54 And Under	Age 55 And Over
Stood up to the Soviet Union on the expansion of missiles into Cuba	51	42	64
Proposed the legislation that became the Civil Rights Act	48	54	40
Used the authority of the federal government to protect the civil rights of African Americans in desegregating schools in Alabama and Mississippi	43	43	43
Set a goal of putting a man on the moon within 10 years.....	38	40	36
Issued an executive order creating a commission on women, and signed the first equal pay law	33	36	28
Negotiated and signed the first treaty ending above ground testing of nuclear weapons.....	25	23	27
Developed the Peace Corps to influence public service	19	17	21
As the first Catholic president, spoke about the importance of the separation of church and state.....	17	18	17
Passed a major tax cut.....	15	16	13
Supported Berliners in their stance against communism	10	10	11

14. The following are words and phrases that some people have used to describe John F. Kennedy. For each item, please use the scale below to indicate how well you personally feel the phrase describes John F. Kennedy. **

THIS TABLE HAS BEEN RANKED BY THE HIGHEST MEAN SCORE OF ALL ADULTS

	<i>Mean</i>	Describes JFK Very Well	Does NOT Describe JFK Well	Don't Know Enough To Say		
		9-10	7-8	4-6	0-3	
Charismatic						[238-239]
All adults	8.6	61	16	14	1	8
Age 54 and under	8.4	55	17	16	1	11
Age 55 and over	8.9	72	15	9	1	3
Patriotic						[250-251]
All adults	8.4	56	21	14	1	8
Age 54 and under	8.2	48	24	16	1	11
Age 55 and over	8.8	69	17	10	1	3
A strong leader						[248-249]
All adults	8.2	50	24	16	2	8
Age 54 and under	8.1	47	24	17	2	10
Age 55 and over	8.3	56	24	15	2	3
Courageous						[244-245]
All adults	8.1	48	24	19	1	8
Age 54 and under	7.9	40	27	21	1	11
Age 55 and over	8.4	60	19	17	2	2
Inspirational						[252-253]
All adults	8.1	48	23	19	2	8
Age 54 and under	8.1	44	25	19	2	10
Age 55 and over	8.2	55	20	19	2	4
Optimistic						[232-233]
All adults	8.0	43	27	19	2	9
Age 54 and under	7.9	38	29	19	2	12
Age 55 and over	8.1	51	24	19	1	5
Wealthy and privileged						[236-237]
All adults	7.9	48	17	23	3	9
Age 54 and under	7.6	39	20	25	3	13
Age 55 and over	8.4	64	13	18	3	2
Concerned about the average person						[242-243]
All adults	7.5	33	28	27	2	10
Age 54 and under	7.3	30	26	28	3	13
Age 55 and over	7.7	40	29	24	3	4
Immoral						[246-247]
All adults	4.2	10	10	33	35	12
Age 54 and under	4.0	9	8	31	36	16
Age 55 and over	4.6	12	14	36	33	5
Immoral/bad role model						[256-257]
All adults	3.9	8	9	34	39	10
Age 54 and under	3.6	6	9	30	41	14
Age 55 and over	4.3	10	11	39	36	4

** Asked of one-half the respondents (FORM B).

Q.14 (cont'd)

	<u>Mean</u>	Describes JFK Very Well		Does NOT Describe JFK Well		Don't Know Enough <u>To Say</u>	
		<u>9-10</u>	<u>7-8</u>	<u>4-6</u>	<u>0-3</u>		
Arrogant							[234-235]
All adults	3.8	7	8	31	39	15	
Age 54 and under	3.8	5	7	33	34	21	
Age 55 and over	3.8	9	10	29	46	6	
Anti-business							[260-261]
All adults	3.7	3	4	39	31	23	
Age 54 and under	3.7	3	4	36	29	28	
Age 55 and over	3.7	4	4	42	34	16	
Reckless							[254-255]
All adults	3.6	5	7	34	41	13	
Age 54 and under	3.6	4	6	34	38	18	
Age 55 and over	3.7	7	9	33	46	5	
Just another politician							[240-241]
All adults	3.1	6	5	30	51	8	
Age 54 and under	3.4	6	5	32	46	11	
Age 55 and over	2.8	5	5	28	59	3	
Unproductive and did not accomplish much							[258-259]
All adults	2.1	1	4	19	67	9	
Age 54 and under	2.1	-	4	20	64	12	
Age 55 and over	2.1	3	4	18	72	3	

** Asked of one-half the respondents (FORM B).

15a-. Do you remember seeing or hearing this clip of President Kennedy before watching it just now? *
16e.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE OF ALL ADULTS WHO SAY DEFINITELY REMEMBER SEEING/HEARING IT BEFORE

	<u>Definitely Remember Seeing/Hearing It Before</u>	<u>Think I May Have Seen/Heard It Before</u>	<u>Do Not Recall Seeing/Hearing It Before</u>	
ASK NOT (January 20, 1961)*				[262]
All adults.....	69	16	15	
Age 54 and under.....	60	20	20	
Age 55 and over	83	10	7	
ZAPRUDER FILM (November 23, 1963)**				[331]
All adults.....	69	12	19	
Age 54 and under.....	60	15	25	
Age 55 and over	83	8	9	

* Asked of one-half the respondents (FORM A).
** Asked of one-half the respondents (FORM B).

Q.15a-16e (cont'd)	Definitely Remember Seeing/ Hearing It <u>Before</u>	Think I May Have Seen/ Heard It <u>Before</u>	Do Not Recall Seeing/ Hearing It <u>Before</u>	
CUBAN MISSILE CRISIS (October 22, 1962)*				[270]
All adults.....	37	30	33	
Age 54 and under.....	26	30	44	
Age 55 and over.....	55	29	16	
GOING TO THE MOON (September 12, 1962)**				[315]
All adults.....	23	31	46	
Age 54 and under.....	21	27	52	
Age 55 and over.....	28	38	34	
CIVIL RIGHTS SPEECH (June 11, 1963) *				[278]
All adults.....	20	30	50	
Age 54 and under.....	14	28	58	
Age 55 and over.....	32	32	36	
PEACE SPEECH (June 10, 1963)**				[323]
All adults.....	5	16	79	
Age 54 and under.....	5	14	81	
Age 55 and over.....	6	20	74	

* Asked of one-half the respondents (FORM A).
** Asked of one-half the respondents (FORM B).

ASKED OF ALL RESPONDENTS WHO SAW "ASK NOT."

15b. Please use the box below to write a few words or phrases describing how you felt as you watched this video. Please focus your response on your own feelings and reaction rather than repeating the words from the video. Please limit your response to 20 words. **[263-269] ***

	<u>All Adults</u>	<u>Age 54 And Under</u>	<u>Age 55 And Over</u>
I felt inspired/motivated/encouraged/challenged to get involved	20%	19%	21%
I felt patriotic, proud to be an American	18	15	21
It was good, a good speech/message, impressive	11	11	12
Everyone must do his/her own part for themselves/their country	10	10	11
I felt hopeful/optimistic for the future	7	6	8
He united/rallied Americans toward common goals	6	6	6

Don't know; no response	8%	10%	5%

* Asked of one-half the respondents (FORM A).

ASKED OF ALL RESPONDENTS WHO SAW "CUBAN MISSILE CRISIS."

15d. Please use the box below to write a few words or phrases describing how you felt as you watched this video. Please focus your response on your own feelings and reaction rather than repeating the words from the video. Please limit your response to 20 words. [271-277] *

	<u>All Adults</u>	<u>Age 54 And Under</u>	<u>Age 55 And Over</u>
He was a strong leader, firm in his response, stood up to the threat/USSR	22%	21%	24%
I felt scared/frightened/afraid	15	9	25
I felt uncertain/apprehensive/worried/anxious about the possibility of nuclear war, unsure how the Soviets would react	13	11	16
I felt patriotic, proud to be an American	10	10	11
A good speech, needed/necessary, I agree with what he said	10	11	9
I felt we were strong/powerful, made me feel confident	8	9	6
Don't know; no response	7%	8%	5%

* Asked of one-half the respondents (FORM A).

ASKED OF ALL RESPONDENTS WHO SAW "CIVIL RIGHTS SPEECH."

15f. Please use the box below to write a few words or phrases describing how you felt as you watched this video. Please focus your response on your own feelings and reaction rather than repeating the words from the video. Please limit your response to 20 words. [308-314] *

	<u>All Adults</u>	<u>Age 54 And Under</u>	<u>Age 55 And Over</u>
A good speech, needed/necessary, I agree with what he said	23%	22%	24%
A call for equality/fairness, everyone deserves equal/civil rights	19	18	20
I felt proud to be an American	10	9	10
I felt happy/pleased/glad, it felt good	6	6	5
It was a bold speech/a risky position for him to take, he was courageous/brave	5	4	5
I felt sad for/ashamed of our county	4	5	3
Don't know; no response	9%	9%	8%

* Asked of one-half the respondents (FORM A).

ASKED OF ALL RESPONDENTS WHO SAW "GOING TO THE MOON."

16b. Please use the box below to write a few words or phrases describing how you felt as you watched this video. Please focus your response on your own feelings and reaction rather than repeating the words from the video. Please limit your response to 20 words. [316-322] **

	<u>All Adults</u>	<u>Age 54 And Under</u>	<u>Age 55 And Over</u>
I felt inspired/encouraged/motivated	30%	34%	23%
I felt patriotic/proud to be an American	18	17	20
He had good ideas/plans/goals for our country, a progressive thinker	7	6	10
I felt excited/happy	7	6	8
I felt hopeful/optimistic for the future	6	6	6
A good speech, a good idea/worthy goal to pursue	6	5	8
Don't know; no response	9%	9%	8%

** Asked of one-half the respondents (FORM B).

ASKED OF ALL RESPONDENTS WHO SAW "PEACE SPEECH"

16d. Please use the box below to write a few words or phrases describing how you felt as you watched this video. Please focus your response on your own feelings and reaction rather than repeating the words from the video. Please limit your response to 20 words. [324-330] **

	All Adults	Age 54 And Under	Age 55 And Over
A good/powerful speech, a good message, agreed with what he said	15%	15%	16%
A call for equality/fairness, we all deserve to be treated as equals	11	11	12
I felt inspired/encouraged/motivated	9	10	7
A call of unity, we must all work/stick together	9	9	9
I felt nothing, it had not effect on me	6	6	8
He wanted to maintain peace/keep the world safe from war	6	7	5
Don't know; no response	14%	14%	13%

** Asked of one-half the respondents (FORM B).

ASKED OF ALL RESPONDENTS WHO SAW "ZAPRUDER FILM"

16f. Please use the box below to write a few words or phrases describing how you felt as you watched this video. Please focus your response on your own feelings and reaction rather than repeating the words from the video. Please limit your response to 20 words. [332-338] **

	All Adults	Age 54 And Under	Age 55 And Over
I felt sad/devastated/heartbroken/sickened, I cried	38%	38%	39%
I felt shocked/stunned/horrified, couldn't believe this happened	19	15	25
A terrible/low point in U.S. history, a sad/dark day for our country, a tragedy	10	9	13
I felt angry/disgusted/outraged	7	9	5
It was hard/painful/disturbing to watch, brutal footage	7	8	5
I felt worried/anxious/nervous, we were all scared/confused by what would happen next	6	6	5
Don't know; no response	9%	11%	7%

** Asked of one-half the respondents (FORM B).

17. The statements below are criticisms that some people have made about John F. Kennedy and his presidency. For each, please indicate whether this criticism raises very major concerns, fairly major concerns, some concerns, only minor concerns, or no concerns for you about the legacy of John F. Kennedy and his presidency. *

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE OF ALL ADULTS WHO SAY VERY OR FAIRLY MAJOR CONCERNS

	Very Major Concerns	Fairly Major Concerns	Some Concerns	Only Minor Concerns	No Concerns
Under JFK, U.S. involvement in Vietnam escalated, which led us into the Vietnam War					
All adults.....	25	28	27	11	9
Age 54 and under	24	24	28	13	11
Age 55 and over	27	33	26	8	6

[339]

Q.17 (cont'd)

	<u>Very Major Concerns</u>	<u>Fairly Major Concerns</u>	<u>Some Concerns</u>	<u>Only Minor Concerns</u>	<u>No Concerns</u>	
JFK approved the wiretapping of civil rights leaders, including Martin Luther King, Jr., and his advisors						[341]
All adults.....	20	26	31	12	11	
Age 54 and under.....	20	28	30	11	11	
Age 55 and over.....	19	23	33	13	12	
JFK was involved in several extra-marital affairs while he was in the White House, including recent accounts of his relationship with a 19-year-old White House intern						[342]
All adults.....	19	14	22	19	26	
Age 54 and under.....	18	14	23	18	27	
Age 55 and over.....	20	15	20	22	23	
Through the CIA, JFK secretly supported coups and the assassination of foreign leaders in Latin America, Iraq, and Vietnam						[340]
All adults.....	13	17	31	19	20	
Age 54 and under.....	11	18	31	21	19	
Age 55 and over.....	15	18	32	15	20	
JFK was unable to push through major civil rights legislation during his own presidency, and it was not until Lyndon Johnson became president that the Civil Rights Act was passed						[343]
All adults.....	9	14	30	23	24	
Age 54 and under.....	11	12	28	22	27	
Age 55 and over.....	7	17	31	26	19	

18. A lot has been written about JFK's extra-marital relationships with other women while he was president. Please indicate how reports of JFK's extra-marital relationships with other women impact the way you view him.

	<u>All Adults</u>	<u>Age 54 And Under</u>	<u>Age 55 And Over</u>	
This makes me feel more unfavorable to JFK both as a person and as a president.....	17	18	15	[344]
This makes me feel more unfavorable to JFK as a person, but does not affect my view of him as a president.....	44	40	50	
This makes me feel more unfavorable to JFK as a president, but does not affect my view of him as a person.....	3	4	1	
This does not affect my view of him either as a person or as a president.....	36	38	34	

19a/b. It has been reported that members of the press knew about JFK's extra-marital affairs during his presidency, but there was an unspoken "gentleman's agreement" to not disclose those types of transgressions. In today's 24-hour news cycle, this type of silence is almost unimaginable.

Thinking about this issue, which statement do you agree with more? **(PROBE:)** And would you say you strongly agree with that statement or just somewhat agree? **

	All Adults	Age 54 And Under	Age 55 And Over	
We were better off then, when many of the private details of elected officials' personal lives, such as extra-marital affairs, were considered off-limits by the media				
Strongly agree.....	34	32	38	[345-346]
Just somewhat agree.....	25	29	20	
We are better off now, when there is widespread reporting of elected officials' personal lives, including things like extra-marital affairs				
Just somewhat agree.....	21	22	19	
Strongly agree.....	20	17	23	

** Asked of one-half the respondents (FORM B).

(ASK ONLY OF RESPONDENTS WHO ARE AGE 55 AND OVER.)

20a. The following is a list of events that some people recall in the hours and days following the assassination of President John F. Kennedy. For each, please indicate whether you remember watching the event on live television, remember watching the event on television after it happened, or do not recall watching the event at all.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY REMEMBER WATCHING ON LIVE TELEVISION

	Remember Watching On LIVE Television	Remember Watching On Television After It Happened	Do Not Recall Watching The Event At All	
JFK's funeral procession				[353]
Age 55 and over	81	16	3	
John F. Kennedy, Jr, saluting his father's coffin				[354]
Age 55 and over	73	24	3	
JFK's coffin lying in repose in the White House				[351]
Age 55 and over	68	25	7	
Watching Air Force One land for the removal of JFK's coffin				[349]
Age 55 and over	57	31	12	
The lighting of the eternal flame and JFK's burial in Arlington				[355]
Age 55 and over	57	31	12	
Jackie Kennedy watching LBJ being sworn in as president				[350]
Age 55 and over	55	38	7	
Watching Walter Cronkite report on the JFK assassination				[348]
Age 55 and over	50	41	9	
The shooting of Lee Harvey Oswald				[352]
Age 55 and over	43	52	5	
The assassination of JFK in a convertible in Texas				[347]
Age 55 and over	31	67	2	

(ASK ONLY OF RESPONDENTS WHO ARE AGE 55 AND OVER.)

20b. Several of the same events appear again below. In thinking about how you remember and experienced the assassination of John F. Kennedy, please select the two events that had the greatest effect on you.

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE

	<u>Age 55 And Over</u>	
John F. Kennedy, Jr, saluting his father's coffin.....	59	[356]
Watching Walter Cronkite report on the JFK assassination	38	>
JFK's funeral procession.....	38	
The shooting of Lee Harvey Oswald	24	
Jackie Kennedy watching LBJ being sworn in as president	15	
JFK's coffin lying in repose in the White House	12	
The lighting of the eternal flame and JFK's burial in Arlington	7	
Watching Air Force One land for the removal of JFK's coffin.....	7	

(ASK ONLY OF RESPONDENTS WHO ARE AGE 54 AND UNDER.)

20c. The following is a list of events that some people associate with the assassination of President John F. Kennedy. For each, please indicate whether you have seen images of this event, heard about but have never seen images of this event, or do not recall this event.

THIS TABLE HAS BEEN RANKED BY THE PERCENTAGE WHO SAY HAVE SEEN IMAGES

	<u>Have Seen Images</u>	<u>Have Heard About But Have Never Seen Images</u>	<u>Do Not Recall This Event</u>	
The assassination of JFK in a convertible in Texas				[357]
Age 54 and under	85	7	8	
John F. Kennedy, Jr, saluting his father's coffin				[364]
Age 54 and under	69	9	22	
JFK's funeral procession				[363]
Age 54 and under	66	18	16	
Jackie Kennedy watching LBJ being sworn in as president				[360]
Age 54 and under	52	17	31	
The shooting of Lee Harvey Oswald				[362]
Age 54 and under	50	30	20	
Watching Walter Cronkite report on the JFK assassination				[358]
Age 54 and under	49	23	28	
The lighting of the eternal flame and JFK's burial in Arlington				[365]
Age 54 and under	38	27	35	
JFK's coffin lying in repose in the White House				[361]
Age 54 and under	38	26	36	
Watching Air Force One land for the removal of JFK's coffin				[359]
Age 54 and under	35	24	41	

21. How much do you think that the assassination of President John F. Kennedy changed America?

	<u>All Adults</u>	<u>Age 54 And Under</u>	<u>Age 55 And Over</u>	
It changed America a great deal	61	60	62	[366]
It changed America somewhat.....	30	31	28	
It changed America just a little	6	6	5	
It did not change America much at all	3	3	5	

22. Below is a list of effects that some people believe the Kennedy assassination had on America. Please select the top one or two that you find best describes the effect of his assassination on America.

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE OF ALL ADULTS

	First Choice			
	All Adults	Age 54 And Under	Age 55 And Over	
It took away America's innocence	40	34	50	[367]
It marked the end of an era of peace and prosperity	17	18	15	>
It delayed progress on the civil rights movement.....	11	14	7	
It made Americans more cynical and more divided	10	11	8	
It caused Americans to have less trust in government	10	10	8	
It contributed to the escalation of the Vietnam War	8	7	10	
It made Americans lose faith in this country	4	6	2	

THIS TABLE HAS BEEN RANKED BY THE HIGHEST PERCENTAGE OF ALL ADULTS

	Combined First and Second Choice		
	All Adults	Age 54 And Under	Age 55 And Over
It took away America's innocence	57	50	67
It marked the end of an era of peace and prosperity	35	35	34
It made Americans more cynical and more divided	29	30	27
It delayed progress on the civil rights movement.....	26	31	18
It caused Americans to have less trust in government	22	24	20
It contributed to the escalation of the Vietnam War	19	15	25
It made Americans lose faith in this country	13	16	9

23a/b. There has been significant speculation about the circumstances surrounding the assassination of John F. Kennedy. Which statement do you agree with more? **(PROBE:)** And would you say you strongly agree with that statement or just somewhat agree?

	All Adults	Age 54 And Under	Age 55 And Over	
There is nothing left to know about the circumstances surrounding the Kennedy assassination. Lee Harvey Oswald acted on his own to assassinate the President, and there was no conspiracy				
Strongly agree.....	15	11	20	[368-369]
Just somewhat agree.....	10	13	6	
There are still too many questions surrounding Kennedy's assassination to say that Lee Harvey Oswald acted by himself, or that there is not a larger conspiracy regarding the details of his death				
Just somewhat agree.....	31	35	25	
Strongly agree.....	44	41	49	

FACTUALS: The remaining questions are for statistical purposes only.

F1. Which one of the following best describes your current employment situation?

	All Adults	Age 54 And Under	Age 55 And Over	
Employed full time (35+ hours per week) ...	45	56	26	[370]
Employed part time	12	13	11	
Homemaker	8	10	4	
Full-time student.....	5	8	-	
Not employed	7	10	3	
Retired	23	3	56	

F2a. What is your religion?

	All Adults	Age 54 And Under	Age 55 And Over		
Protestant (includes Baptist, Lutheran, Methodist, Episcopal, Presbyterian, and other Christians)	44	40	49	CONTINUE	[371]
Catholic.....	25	25	26		
Jewish.....	5	3	7	Skip to Q.F3	
Muslim	-	-	-		
Mormon/LDS/Church of Jesus Christ of Latter Day Saints	1	2	1		
Other.....	9	11	5	CONTINUE	
None.....	16	19	12		

(ASK ONLY OF RESPONDENTS WHO SAY PROTESTANT, OTHER, OR NONE QF2a.)

F2b. Would you describe yourself as either a fundamentalist or born-again Christian, or would you not describe yourself that way?

	All Adults	Age 54 And Under	Age 55 And Over	
Fundamentalist or born-again Christian.....	21	21	20	[372]
I would not describe myself that way	48	49	47	
Catholic/Jewish/Muslim/Mormon (Q.F2)	31	30	33	

F3. What was your religion as a child when you were growing up?

	All Adults	Age 54 And Under	Age 55 And Over	
Protestant (includes Baptist, Lutheran, Methodist, Episcopal, Presbyterian, and other Christians)	48	45	53	[373]
Catholic	33	34	32	
Jewish	5	4	7	
Muslim	-	-	-	
Mormon/LDS/Church of Jesus Christ of Latter Day Saints.....	1	1	1	
Other	6	7	4	
None.....	7	9	3	

F4. Which of the following best describes your marital status?

	All Adults	Age 54 And Under	Age 55 And Over	
Single, never married	22	33	5	[374]
Married	60	52	72	
Unmarried, living with romantic partner	5	6	3	
Separated	1	1	1	
Divorced	8	7	10	
Widowed.....	4	1	9	

F5. Are you the parent of any children under the age of 18?

	All Adults	Age 54 And Under	Age 55 And Over	
Yes, parent of children under age 18	23	36	2	[375]
No, not parent of children under age 18	77	64	98	

F6. In terms of your political outlook, do you usually think of yourself as:

	All Adults	Age 54 And Under	Age 55 And Over	
Very conservative	14	14	15	[376]
Somewhat conservative	21	20	22	
Moderate/middle of the road	39	40	38	
Somewhat liberal	17	16	18	
Very liberal.....	9	10	7	

F9. How would you describe the area in which you live?

	All Adults	Age 54 And Under	Age 55 And Over	
Urban.....	23	24	21	[377]
Suburban	49	48	50	
Small town	13	13	14	
Rural	15	15	15	

F10. And which of the following categories contains your total HOUSEHOLD income before taxes last year?

	All Adults	Age 54 And Under	Age 55 And Over	
Less than \$20,000	14	17	9	[378]
\$20,000 to \$34,999	14	13	15	
\$35,000 to \$49,999.....	14	14	14	
\$50,000 to \$74,999.....	18	18	19	
\$75,000 to \$99,999.....	18	16	22	
\$100,000 to \$124,999.....	10	9	10	
\$125,000 to \$149,999.....	5	6	4	
More than \$150,000.....	7	7	7	

F11. Are you **(READ ITEM)**?

	All <u>Adults</u>	Age 54 <u>And Under</u>	Age 55 <u>And Over</u>	
Male.....	47	48	45	[109]
Female.....	53	52	55	

F12. What year were you born?

	All <u>Adults</u>	Age 54 <u>And Under</u>	Age 55 <u>And Over</u>	
18-24	11	18	-	[110]
25-29	8	13	-	
30-34	8	13	-	
35-39	8	13	-	
40-44	8	13	-	
45-49	9	14	-	
50-54	10	16	-	
55-59	10	-	26	
60-64	9	-	24	
65 -69	7	-	19	
70-74	5	-	13	
75 and over.....	7	-	18	
Refused	-	-	-	

F13 Are you a citizen of the United States?

	All <u>Adults</u>	Age 54 <u>And Under</u>	Age 55 <u>And Over</u>	
Yes.....	100	100	100	CONTINUE [111]
No	-	-	-	TERMINATE

F14. Which one of the following best describes your point of view between the two political parties?

	All <u>Adults</u>	Age 54 <u>And Under</u>	Age 55 <u>And Over</u>	
Strong Democrat--I vote for the Democrats in nearly all elections.....	26	24	29	[118]
Leaning Democrat--I vote for Democrats a little more often than for Republicans.....	17	17	16	
Independent--I divide my votes pretty evenly between Democrats and Republicans.....	22	25	18	
Leaning Republican--I vote for Republicans a little more often than for Democrats	14	14	15	
Strong Republican--I vote for the Republicans in nearly all elections	21	20	22	
Total Democrat	43	41	45	
Total Republican	35	34	37	

F15. How closely do you follow the news from Washington, D.C., about policy, news, and current events?

	All Adults	Age 54 And Under	Age 55 And Over	
Very closely	18	14	24	[119]
Fairly closely	40	35	47	
Just somewhat closely	29	33	23	
Not closely at all.....	13	18	6	

F16. To ensure that we have a representative sample, would you please indicate whether you are from a Hispanic background?

	All Adults	Age 54 And Under	Age 55 And Over	
Yes, Hispanic.....	12	15	8	[120]
No, not Hispanic	85	83	89	
Prefer not to say	3	2	3	

F17. And again, for statistical purposes only, what is your race—white, black or African American, Asian, or something else?

	All Adults	Age 54 And Under	Age 55 And Over	
White.....	81	77	86	[121]
Black/African American.....	11	12	10	
Asian.....	1	2	1	
Other.....	4	6	1	
Prefer not to say	3	3	2	

F18. What is the last grade that you completed in school?

	All Adults	Age 54 And Under	Age 55 And Over	
Grade school.....	1	-	1	[122]
Some high school.....	3	2	5	
High school graduate	29	29	30	
Some college, no degree	19	19	20	
Vocational training/2-year college	10	11	8	
4-year college/Bachelor's degree	21	23	19	
Some postgraduate work, no degree	3	3	3	
2 or 3 years' postgraduate work/master's degree....	11	10	12	
Doctoral/law degree	3	3	2	