

GO-6620-T

THE PUBLIC'S KNOWLEDGE
OF THE
CENTRAL INTELLIGENCE AGENCY
SURVEY II - April, 1966

Conducted for
EARL NEWSOM & COMPANY
New York

A National Opinion Trends Report

MORI/CDF

The Gallup Organization, Inc.

MARKETING AND ATTITUDE RESEARCH

53 BANK STREET

PRINCETON, NEW JERSEY

TABLE OF CONTENTS

	<u>Page</u>
INTRODUCTION	1
SUMMARY OF FINDINGS	4
FINDINGS IN DETAIL	7
TECHNICAL APPENDIX	23
Composition of the Sample	24
Design of the Sample	26
Sampling Tolerances	27

I N T R O D U C T I O N.

Objective Of The Research :

This is a report on a study designed to ascertain the extent of the public's knowledge of and attitudes toward the Central Intelligence Agency. A comparable study was done in September, 1964.

Specific Objectives Of The Study :

The study has seven specific objectives, as follows :

- 1) To ascertain the number of adults who are familiar with the C.I.A. and what it does.
- 2) To find out among those adults who are familiar with the C.I.A. whether they know if it operates here in the United States or abroad, or both.
- 3) To determine whether they think the C.I.A. is responsible to the President or is free to act entirely on its own.
- 4) To find out how good a job they think the C.I.A. is doing.
- 5) To ascertain how important a job they think the C.I.A. performs.
- 6) To determine what criticisms the public has heard about the C.I.A. and whether they believe these criticisms are justified.
- 7) To determine the esteem in which the public holds the C.I.A., based on whether they would like to have a son work for the agency.

Design Of The Research :

The findings in the survey are based on personal interviews with 1,631 adults selected in such a manner that, as a group, they constitute a close approximation

— The Gallup Organization, Inc. —

to the U. S. adult civilian population.

The details of the sample, how it is distributed by regions of the country, city size, age, occupation of chief wage-earner, annual family income, and so on and a description of the manner in which it was drawn appear in the Technical Appendix of the report.

Interviewing for the study was conducted during the period from March 23 through March 30, 1966.

The following questions were asked :

- *1. "Have you ever heard or read anything about the Central Intelligence Agency -- sometimes called the C.I.A.?"
- *2. (IF YES) "Just in your own words -- what does it do?"
- *3. "Do you happen to know whether it operates here in the United States or abroad, or both?"
- *4. "Is the agency responsible to the President, or is it free to act entirely on its own?"
- *5. "Based on what you have heard or read, how good a job is the C.I.A. doing -- very good, fairly good, average, or poor?"
- *6. "How important a job would you say the C.I.A. performs -- very important, fairly important, or not too important?"
7. "In the past year or so, what criticisms, if any, have you heard or read about the Central Intelligence Agency?"
8. "Do you think the criticism was justified or not?"
- *9. "Assuming that he qualified, would you like to have a son of yours work for the C.I.A., or not?"

* Asked in 1964.

— The Gallup Organization, Inc. —

Tables of recommended sampling tolerances to have in mind while reading the report appear in the Technical Appendix.

The following estimate, as of April 1, 1965, can be used for the purpose of projecting percentages into number of people :

National adult civilian
population, age 21 and
older, excluding the in-
stitutional population

111,700,000

S U M M A R Y O F F I N D I N G S

1. On the basis of the 1966 Survey, it was found that 54 per cent of the adults say they have heard or read about the Central Intelligence Agency. In the 1964 Survey, a slightly larger proportion, 58 per cent, said they had heard or read about the C.I.A.

2. In both the 1964 and 1966 Surveys, about one out of three persons (36 per cent in 1964 and 37 per cent in 1966) who were familiar with the C.I.A. said that the agency is a "spy outfit" that obtains vital information about other countries.

About one person in four (27 per cent in 1966 and 25 per cent in 1964) who had heard or read about the C.I.A. was unable to say what it does.

3. In both the 1964 and 1966 Surveys, more than six out of ten persons (63 per cent in 1964 and 67 per cent in 1966) who were found to be familiar with the C.I.A. said the agency operates both in the United States and abroad.

4. When those persons familiar with the C.I.A. were asked whether the agency is responsible to the President or is free to act entirely on its own, about half (49 per cent in 1964 and 48 per cent in 1966) said it was responsible to the President while about one fifth (18 per cent in 1964 and 19 per cent in 1966) of those in both surveys said it was free to act entirely on its own. The remaining one third (33 per cent in both 1964 and 1966) said they did not know.

5. When those persons familiar with the C.I.A. were asked, "Based on what you have heard or read, how good a job is the C.I.A. doing -- very good, fairly good, average, or poor?", the results were almost identical for both the 1964 and 1966 Surveys :

	<u>1964</u> %	<u>1966</u> %
Very good	21	20
Fairly good	31	32
Average	14	13
Poor	8	7
Don't know	26	28
	<u>100</u>	<u>100</u>

6. When persons who were familiar with the C.I.A. were asked, "How important a job would you say the C.I.A. performs -- very important, fairly important or not too important?", the results were almost identical for both the 1964 and 1966 Surveys :

	<u>1964</u> %	<u>1966</u> %
Very important	63	61
Fairly important	16	15
Not too important	3	3
Don't know	18	21
	<u>100</u>	<u>100</u>

- *7. When respondents who were familiar with the C.I.A. were asked, "In the past year or so, what criticisms, if any, have you heard or read about the Central Intelligence Agency?", 28 per cent mentioned a criticism.

* Asked only in 1966.

Among those familiar with the C.I.A. the most frequently mentioned criticisms were: "the Cuban situation was mishandled" - 13 per cent; "investigations are inadequate" - 4 per cent; and "too independent, overstepping their bounds" - 3 per cent.

- *8. About two-thirds (64 per cent) of respondents who had heard a criticism of the C.I.A. felt the criticism was justified.
9. To ascertain the esteem in which the public holds the C.I.A., respondents who were familiar with the agency were asked, "Assuming that he qualified, would you like to have a son of yours work for the C.I.A., or not?" About half (46 per cent in 1964 and 50 per cent in 1966) felt that they would like to have a son in the C.I.A.

* Asked only in 1966.

FINDINGS IN DETAIL

— *The Gallup Organization, Inc.* —

1. "Have you ever heard or read anything about the Central Intelligence Agency --- sometimes called the C.I.A.?"

	Number of Interviews		1964		1966	
	1964	1966	Yes %	No %	Yes %	No %
NATIONAL	1570	1631	58	42 = 100%	54	46 = 100%
AGE OF RESPONDENT						
21 - 29 years	252	300	67	33	69	31
30 - 49 years	666	640	61	39	58	42
50 years and older	648	667	52	48	42	58
Undesignated	4	24				
EDUCATION OF RESPONDENT						
College	357	342	87	13	87	13
High school	840	873	63	37	56	44
Grade school	368	413	35	65	29	71
Undesignated	5	3				
REGION OF COUNTRY						
East	437	452	62	38	59	41
Midwest	470	500	55	45	46	54
South	411	418	49	51	48	52
West	252	261	71	29	67	33
OCCUPATION OF CHIEF WAGE-EARNER						
Professional and Business	415	382	81	19	75	25
White-collar	186	171	65	35	67	33
Manual workers	638	664	51	49	50	50
Farmers	88	95	45	55	30	70
Non-labor force	231	307	43	57	35	65
Undesignated	12	12				
SIZE OF COMMUNITY						
1,000,000 and over including urban fringe	294	338	57	43	58	42
250,000 - 1,000,000 including urban fringe	317	313	68	32	62	38
50,000 - 250,000 including urban fringe	236	255	56	44	56	44
2,500 - 50,000	273	258	58	42	58	42
Rural non-farm and farm	450	467	52	48	41	59

2. (IF YES) "Just in your own words -- what does it do?"

	NATIONAL		Had Heard of CIA	
	1964 %	1966 %	1964 %	1966 %
Spy outfit; espionage; obtains vital information about other nations, etc.	21	20	36	37
Investigates persons in top Government jobs; checks on Communist membership, etc.	11	7	20	13
Investigates everything to protect U.S. interests	4	6	8	11
Keeps tab on activities around the world (general)	4	4	7	7
Specific mention of activity in Cuba	1	*	2	*
"An intelligence agency" as its name implies	1	2	2	4
Advises the President, the administration	1	1	2	2
Provides for the security of the President	1	*	2	1
Informs the people of what is going on	*	*	*	*
Miscellaneous	1	1	2	1
Can't say	14	15	25	27
	59	56		
Had not heard of CIA	42	46	--	--
Total	101**	102**	106**	103**

* Less than one-half of one per cent.
 ** Totals exceed 100% since some respondents mentioned more than one function.

3. "Do you happen to know whether it operates here in the United States or abroad, or both?"

	Number of Interviews		United States		Abroad		Both		Don't Know		Had Not Heard of CIA	
	'64	'66	'64	'66	'64	'66	'64	'66	'64	'66	'64	'66
			%	%	%	%	%	%	%	%	%	%
NATIONAL	1570	1631	5	4	6	5	36	36	11	9	42	46
AGE OF RESPONDENT												
21 - 29 years	252	300	9	8	5	3	41	47	12	10	33	31
30 - 49 years	666	640	5	3	5	6	40	42	11	7	39	42
50 years and older	648	667	4	3	6	4	31	25	11	10	48	58
Undesignated	4	24										
EDUCATION OF RESPONDENT												
College	357	342	4	4	10	10	64	65	9	8	13	13
High school	840	873	7	5	5	5	39	36	12	10	37	44
Grade school	368	413	3	2	3	1	18	18	11	8	65	71
Undesignated	5	3										
REGION OF COUNTRY												
East	437	452	5	2	8	5	41	42	8	10	38	41
Midwest	470	500	5	4	5	4	31	31	14	8	45	53
South	411	418	6	5	3	5	27	30	13	8	51	52
West	252	261	5	5	7	5	52	46	7	10	29	34
OCCUPATION OF CHIEF WAGE-EARNER												
Professional and Business	415	382	7	3	8	6	56	57	10	9	19	25
White-collar	186	171	5	7	10	6	42	44	8	9	35	34
Manual workers	638	664	5	5	4	4	32	32	10	10	49	49
Farmers	88	95	8	3	2	4	12	17	23	6	55	70
Non-labor force	231	307	4	2	1	4	25	21	13	9	57	64
Undesignated	12	12										
SIZE OF COMMUNITY												
1,000,000 and over including urban fringe	294	338	4	3	9	7	39	39	5	10	43	41
250,000 - 1,000,000 including urban fringe	317	313	4	6	6	6	40	43	18	8	32	37
50,000 - 250,000 including urban fringe	236	255	4	7	3	3	40	40	9	6	44	44
2,500 - 50,000	273	258	10	2	3	4	35	41	10	12	42	41
Rural non-farm and farm	450	467	5	3	4	4	31	25	12	10	48	58

(Continued)

3. "Do you happen to know whether it operates here in the United States or abroad, or both?"

(Based on those who had heard of C.I.A.)

	No. of Inter-views		United States		Abroad		Both		Don't Know	
	'64	'66	'64	'66	'64	'66	'64	'66	'64	'66
			%	%	%	%	%	%	%	%
NATIONAL	963	910	9	7	9	9	63	67	19	17
AGE OF RESPONDENT										
21 - 29 years	178	209	14	12	8	4	61	68	17	16
30 - 49 years	434	393	9	5	9	10	65	73	17	12
50 years and older	349	297	7	6	11	11	60	59	22	24
Undesignated	2	11								
EDUCATION OF RESPONDENT										
College	315	294	5	5	11	12	74	74	10	9
High school	525	490	12	9	8	8	62	65	18	18
Grade school	121	124	9	6	9	5	50	62	32	27
Undesignated	2	2								
REGION OF COUNTRY										
East	305	272	8	3	12	9	67	71	13	17
Midwest	262	248	9	8	8	8	57	66	26	18
South	218	211	12	11	5	11	56	61	27	17
West	178	179	7	7	10	8	73	70	10	15
OCCUPATION OF CHIEF WAGE-EARNER										
Professional and Business	335	295	9	4	10	9	69	75	12	12
White-collar	125	111	7	11	15	9	65	66	13	14
Manual workers	339	352	9	9	9	8	62	64	20	19
Farmers	45	29	(too few cases)							
Non-labor force	113	115	9	5	2	10	59	60	30	25
Undesignated	6	8								
SIZE OF COMMUNITY										
1,000,000 and over including urban fringe	193	201	8	4	15	12	68	67	9	17
250,000 - 1,000,000 including urban fringe	220	207	6	10	9	9	59	69	26	12
50,000 - 250,000 including urban fringe	139	148	7	13	5	5	72	72	16	10
2,500 - 50,000	163	156	17	4	6	6	60	70	17	20
Rural non-farm and farm	248	198	10	7	8	9	59	61	23	23

4. "Is the agency responsible to the President, or is it free to act entirely on its own?"

	Number of Interviews		President		Free To Act		Don't Know		Had Not Heard of CIA	
	'64	'66	'64	'66	'64	'66	'64	'66	'64	'66
			%	%	%	%	%	%	%	%
NATIONAL	1570	1631	29	26	10	10	19	18	42	46
AGE OR RESPONDENT										
21 - 29 years	252	300	31	36	14	12	22	21	33	31
30 - 49 years	666	640	33	31	9	12	19	16	39	41
50 years and older	648	667	23	16	10	7	19	19	48	58
Undesignated	4	24								
EDUCATION OF RESPONDENT										
College	357	342	49	52	16	14	22	20	13	14
High school	840	873	32	25	10	11	21	20	37	44
Grade school	368	413	13	11	7	5	15	13	65	71
Undesignated	5	3								
REGION OF COUNTRY										
East	437	452	36	26	10	12	16	21	38	41
Midwest	470	500	26	21	10	9	19	16	45	54
South	411	418	20	24	11	8	18	16	51	52
West	252	261	34	35	9	12	28	19	29	34
OCCUPATION OF CHIEF WAGE-EARNER										
Professional and Business	415	382	47	41	16	12	18	22	19	25
White-collar	186	171	36	37	11	9	18	20	35	34
Manual workers	638	664	23	23	9	10	19	17	49	50
Farmers	88	95	12	12	7	7	26	11	55	70
Non-labor force	231	307	18	10	7	9	18	16	57	65
Undesignated	12	12								
SIZE OF COMMUNITY										
1,000,000 and over including urban fringe	294	338	34	29	10	12	13	17	43	52
250,000 - 1,000,000 including urban fringe	317	313	30	28	15	14	23	21	32	37
50,000 - 250,000 including urban fringe	236	255	27	27	9	11	20	18	44	44
2,500 - 50,000	273	258	26	30	10	8	22	20	42	42
Rural non-farm and farm	450	467	26	19	8	6	18	16	48	59

(Continued)

4. "Is the agency responsible to the President, or is it free to act entirely on its own?"

(Based on those who had heard of C.I.A.)

	Number of Interviews		President		Free To Act		Don't Know	
	'64	'66	'64	'66	'64	'66	'64	'66
			%	%	%	%	%	%
NATIONAL	963	910	49	48	18	19	33	33
AGE OF RESPONDENT								
21 - 29 years	178	209	46	52	21	18	33	30
30 - 49 years	434	393	55	53	15	20	30	27
50 years and older	349	297	44	38	20	18	36	44
Undesignated	2	11						
EDUCATION OF RESPONDENT								
College	315	294	57	60	18	16	25	24
High school	525	490	51	44	16	20	33	36
Grade school	121	124	35	37	21	18	44	45
Undesignated	2	2						
REGION OF COUNTRY								
East	305	272	57	44	17	20	26	36
Midwest	262	248	48	46	18	19	34	35
South	218	211	40	50	23	17	37	33
West	178	179	48	53	12	18	40	29
OCCUPATION OF CHIEF WAGE-EARNER								
Professional and Business	335	295	58	55	19	16	23	29
White-collar	125	111	56	56	16	14	28	30
Manual workers	339	352	45	46	17	19	38	35
Farmers	45	29	(too few cases)					
Non-labor force	113	115	42	28	15	25	43	47
Undesignated	6	8						
SIZE OF COMMUNITY								
1,000,000 and over including urban fringe	193	201	59	50	17	21	24	29
250,000 - 1,000,000 including urban fringe	220	207	44	45	22	22	34	33
50,000 - 250,000 including urban fringe	139	148	48	48	17	19	35	33
2,500 - 50,000	163	156	45	51	17	15	38	34
Rural non-farm and farm	248	198	49	46	15	15	36	39

5. "Based on what you have heard or read, how good a job is the C.I.A. doing -- very good, fairly good, average, or poor?"

	Very Good		Fairly Good		Average		Poor		Don't Know		Had Not Heard of CIA	
	'64 %	'66 %	'64 %	'66 %	'64 %	'66 %	'64 %	'66 %	'64 %	'66 %	'64 %	'66 %
NATIONAL	12	11	18	17	8	7	5	4	15	15	42	46
AGE OF RESPONDENT												
21 - 29 years	14	11	19	24	7	7	4	5	23	21	33	32
30 - 49 years	13	13	20	20	9	8	5	4	14	13	39	42
50 years and older	10	8	15	12	8	6	5	3	14	14	48	57
EDUCATION OF RESPONDENT												
College	17	18	28	33	12	10	12	8	18	17	13	14
High school	13	11	18	16	11	9	4	4	17	17	37	43
Grade school	8	6	13	9	2	3	1	1	11	10	65	71
REGION OF COUNTRY												
East	13	15	23	18	8	8	5	3	13	15	38	41
Midwest	14	7	12	18	9	7	3	2	17	12	45	54
South	9	8	15	14	6	5	4	5	15	15	51	53
West	11	14	24	18	11	9	9	6	16	20	29	33
OCCUPATION OF CHIEF WAGE-EARNER												
Professional and Business	15	16	26	25	13	10	11	6	16	18	19	25
White-collar	14	11	24	33	10	7	5	3	12	13	35	33
Manual workers	11	11	16	14	7	7	2	3	15	16	49	49
Farmers	3	3	12	8	6	4	2	2	22	12	55	71
Non-labor force	11	5	7	8	5	5	5	3	15	13	57	66
SIZE OF COMMUNITY												
1,000,000 and over including urban fringe	13	16	15	14	7	9	7	4	15	16	43	41
250,000 - 1,000,000 including urban fringe	13	14	23	21	10	9	5	4	17	14	32	38
50,000 - 250,000 including urban fringe	11	12	19	17	10	8	4	5	12	14	44	44
2,500 - 50,000 Rural non-farm and farm	16	9	14	25	7	5	5	3	16	16	42	42
	9	5	17	13	8	5	3	3	15	15	48	59

(Continued)

5. "Based on what you have heard or read, how good a job is the C.I.A. doing -- very good, fairly good, average, or poor?"

(Based on those who had heard of C.I.A.)

	No. of Inter-views		Very Good		Fairly Good		Average		Poor		Don't Know	
	'64	'66	'64	'66	'64	'66	'64	'66	'64	'66	'64	'66
			%	%	%	%	%	%	%	%	%	%
NATIONAL	963	910	21	20	31	32	14	13	8	7	26	28
AGE OF RESPONDENT												
21 - 29 years	178	209	21	16	28	34	11	11	7	8	33	31
30 - 49 years	434	393	21	22	33	34	15	14	8	7	23	23
50 years and older	349	297	20	19	29	28	15	13	9	6	27	34
Undesignated	2	11										
EDUCATION OF RESPONDENT												
College	315	294	20	21	32	39	13	12	14	9	21	19
High school	525	490	20	19	28	28	18	15	7	7	27	31
Grade school	121	124	22	22	36	30	7	10	3	2	32	36
Undesignated	2	2										
REGION OF COUNTRY												
East	305	272	22	26	37	31	13	13	8	5	20	25
Midwest	262	248	25	16	22	39	16	15	6	4	31	26
South	218	211	18	17	31	30	12	11	8	10	31	32
West	178	179	15	20	35	27	15	14	12	9	23	30
OCCUPATION OF CHIEF WAGE-EARNER												
Professional and Business	335	295	19	22	33	33	16	13	13	8	19	24
White-collar	125	111	21	17	37	49	15	10	9	4	18	20
Manual workers	339	352	22	22	31	28	14	14	4	5	29	31
Farmers	45	29	too few cases									
Non-labor force	113	115	24	14	16	24	12	15	12	10	36	37
Undesignated	6	8										
SIZE OF COMMUNITY												
1,000,000 and over including urban fringe	193	201	22	28	27	23	12	15	12	6	27	28
250,000 - 1,000,000 including urban fringe	220	207	19	23	33	34	15	15	7	6	26	22
50,000 - 250,000 including urban fringe	139	148	20	21	34	30	17	15	7	9	22	25
2,500 - 50,000 rural non-farm & farm	163	156	27	16	25	44	11	8	9	5	28	27
	248	198	17	11	33	31	16	13	6	8	28	37

6. "How important a job would you say the C.I.A. performs -- very important, fairly important, or not too important?"

	Very Important		Fairly Important		Not Too Important		Don't Know		Had Not Heard of CIA	
	'64	'66	'64	'66	'64	'66	'64	'66	'64	'66
	%	%	%	%	%	%	%	%	%	%
NATIONAL	37	33	9	8	2	2	10	11	42	46
AGE OF RESPONDENT										
21 - 29 years	39	42	13	12	1	1	14	14	33	31
30 - 49 years	42	40	10	8	1	1	8	10	39	41
50 years and older	31	22	8	6	2	3	11	12	48	57
EDUCATION OF RESPONDENT										
College	65	64	10	11	2	2	10	10	13	13
High school	38	34	13	9	1	2	11	12	37	43
Grade school	19	13	5	4	2	2	9	10	65	71
REGION OF COUNTRY										
East	42	38	10	9	2	2	8	11	38	40
Midwest	34	28	9	9	1	1	11	9	45	53
South	29	29	6	6	3	2	11	12	51	51
West	46	40	14	9	1	2	10	14	29	35
OCCUPATION OF CHIEF WAGE-EARNER										
Professional and Business	59	53	9	9	3	2	10	12	19	24
White-collar	46	42	11	10	2	1	6	13	35	34
Manual workers	30	29	11	8	1	1	9	11	49	51
Farmers	18	16	6	6	*	*	21	7	55	71
Non-labor force	21	18	6	4	2	3	14	10	57	65
SIZE OF COMMUNITY										
1,000,000 and over including urban fringe	39	34	8	12	1	2	9	10	43	42
250,000 - 1,000,000 including urban fringe	42	44	11	8	3	2	12	8	32	38
50,000 - 250,000 including urban fringe	37	41	9	4	2	2	8	9	44	44
7,500 - 50,000	38	36	9	9	1	0	10	14	42	41
Rural non-farm and farm	30	20	9	6	1	2	12	14	48	58

(Continued)

6. "How important a job would you say the C.I.A. performs -- very important, fairly important, or not too important?"

(Based on those who had heard of C.I.A.)

	No. of Inter-views		Very Important		Fairly Important		Not Too Important		Don't Know	
	'64	'66	'64	'66	'64	'66	'64	'66	'64	'66
			%	%	%	%	%	%	%	%
NATIONAL	963	910	63	61	16	15	3	3	18	21
AGE OF RESPONDENT										
21 - 29 years	178	209	58	60	19	18	1	2	22	20
30 - 49 years	434	393	69	68	16	13	1	2	14	17
50 years and older	349	297	59	51	15	15	5	7	21	27
Undesignated	2	11								
EDUCATION OF RESPONDENT										
College	315	294	75	73	11	13	3	2	11	12
High school	525	490	61	60	20	16	2	3	17	21
Grade school	121	124	55	44	14	15	4	5	27	36
Undesignated	2	2								
REGION OF COUNTRY										
East	305	272	67	64	16	15	3	3	14	18
Midwest	262	248	61	61	17	18	2	1	20	20
South	218	211	59	59	12	12	5	5	24	24
West	178	179	65	61	19	14	1	3	15	22
OCCUPATION OF CHIEF WAGE-EARNER										
Professional and Business	335	295	73	70	11	12	3	3	13	15
White-collar	125	111	70	62	18	16	2	2	10	20
Manual workers	339	352	60	58	21	17	2	2	17	23
Farmers	45	29	(too few cases)							
Non-labor force	113	115	49	51	14	10	5	10	32	29
Undesignated	6	8								
SIZE OF COMMUNITY										
1,000,000 and over including urban fringe	193	201	70	59	14	20	1	4	15	17
250,000 - 1,000,000 including urban fringe	220	207	62	70	16	13	5	3	17	14
50,000 - 250,000 including urban fringe	139	148	66	72	16	8	4	4	14	16
2,500 - 50,000	163	156	65	62	16	15	2	0	17	23
Rural non-farm & farm	248	198	58	48	18	15	1	4	23	33

7. "In the past year or so, what criticisms, if any, have you heard or read about the Central Intelligence Agency?"

(Not asked in 1964)

	<u>Entire Sample</u> %	<u>Those who have heard of C.I.A.</u> %
Mentioned some criticism	15**	28**
Cuban situation was mishandled	7	13
Mistakes in Vietnam	1	1
Mistakes made in Dominican Republic	1	2
Investigations are inadequate	2	4
Security within organization too lax	1	2
Inadequate information given to public	1	2
Inadequate information given to President	1	2
Too independent, overstepping their bounds	2	3
Mistakes in Central American Countries	*	1
Others	$\frac{1}{17}$	$\frac{1}{31}$
Don't know	3	5
None	36	67
Had not heard of C.I.A.	46	—
Total	<u>100</u>	<u>100</u>

* Less than half of one per cent.

** The percentages for various criticisms exceed the percentage who mentioned some criticism since some persons mentioned more than one critical comment.

— The Gallup Organization, Inc. —

*8. "Do you think the criticism was justified or not?"
 (Based on those who had mentioned a criticism)

	<u>Percentage</u>
Justified	64
Not justified	16
Don't know	<u>20</u>
	100
Number of Interviews	253

(NOTE: A breakdown by Age, Education, Region, etc. has not been made since the small number of respondents who had heard criticisms would result in too few cases in most categories.)

* Asked only in 1966.

9. "Assuming that he qualified, would you like to have a son of yours work for the C.I.A., or not?"

	Number of Interviews		Yes		No		Don't Know		Had Not Heard of C.I.A.	
	'64	'66	'64	'66	'64	'66	'64	'66	'64	'66
			%	%	%	%	%	%	%	%
NATIONAL	1,570	1,631	26	27	15	12	17	15	42	46 = 100%
AGE OF RESPONDENT										
21 to 29 years	252	300	31	33	15	12	21	24	33	31
30 to 49 years	666	640	28	32	16	14	17	12	39	42
50 years and older	648	667	23	20	14	9	15	14	48	57
Undesignated	4	24								
EDUCATION OF RESPONDENT										
College	357	342	44	49	26	20	17	18	13	13
High school	840	873	27	26	16	12	20	18	37	44
Grade school	368	413	16	15	7	6	12	9	65	70
Undesignated	5	3								
REGION OF COUNTRY										
East	437	452	27	30	20	14	15	15	38	41
Midwest	470	500	24	25	14	9	17	12	45	54
South	411	418	20	19	11	13	18	16	51	52
West	252	261	40	37	14	10	17	19	29	34
OCCUPATION OF CHIEF WAGE-EARNER										
Professional & Business	415	382	40	38	24	19	17	18	19	25
White-collar	186	171	31	34	14	14	20	18	35	34
Manual workers	638	664	24	27	12	9	15	15	49	49
Farmers	88	95	12	5	13	9	20	15	55	71
Non-labor force	231	307	15	16	10	9	18	10	57	65
Undesignated	12	12								
SIZE OF COMMUNITY										
1,000,000 and over including urban fringe	294	338	30	33	15	12	12	13	43	42
250,000 - 1,000,000 including urban fringe	317	313	31	30	14	12	23	20	32	38
50,000 - 250,000 including urban fringe	236	255	29	32	13	12	14	12	44	44
2,500 - 50,000 Rural non-farm and farm	273	258	26	33	12	9	20	16	42	42
	450	467	20	15	18	12	14	14	48	59

(Continued)

9. "Assuming that he qualified, would you like to have a son of yours work for the C. I. A., or not?"

(Based on those who had heard of C.I.A.)

	Number of Interviews		Yes		No		Don't Know		
	'64	'66	'64	'66	'64	'66	'64	'66	
			%	%	%	%	%	%	
NATIONAL	963	910	46	50	25	22	29	28	= 100%
AGE OF RESPONDENT									
21 to 29 years	178	209	47	47	22	18	31	35	
30 to 49 years	434	393	47	55	26	24	27	21	
50 years and older	349	297	44	46	27	21	29	33	
Undesignated	2	11							
EDUCATION OF RESPONDENT									
College	315	294	51	56	30	23	19	21	
High school	525	490	44	47	25	21	31	32	
Grade school	121	124	44	51	21	19	35	30	
Undesignated	2	2							
REGION OF COUNTRY									
East	305	272	44	52	32	23	24	25	
Midwest	262	248	44	55	25	19	31	26	
South	218	211	40	40	23	28	37	32	
West	178	179	56	56	20	16	24	28	
OCCUPATION OF CHIEF									
WAGE-EARNER									
Professional & Business	335	295	49	51	30	25	21	24	
White-collar	125	111	47	52	22	21	31	27	
Manual workers	339	352	47	53	24	18	29	29	
Farmers	45	29	(t o o f e w c a s e s)						
Non-labor force	113	115	35	45	23	25	42	30	
Undesignated	6	8							
SIZE OF COMMUNITY									
1,000,000 and over including urban fringe	193	201	53	57	26	20	21	23	
250,000 to 1,000,000 including urban fringe	220	207	45	48	21	20	34	32	
50,000 - 250,000 including urban fringe	139	148	51	56	23	22	26	22	
2,500 - 50,000	163	156	44	57	21	15	35	28	
Rural non-farm and farm	248	198	39	36	34	30	27	34	

9. "Assuming that he qualified, would you like to have a son of yours work for the C.I.A., or not?"

Some typical volunteered comments :

"It's too dangerous; only if compulsory." (Man, 73, Seattle, Washington)

"I think any type of work for your country is commendable." (Woman, 24, Seattle, Washington)

"It would be an honor." (Woman, 32, Knoxville, Tenn.)

"If it was his desire, I wouldn't be too happy." (Man, 54, Salina, Kansas)

"Too dangerous; a real good education is required." (Woman, 47, Atkinson, Nebraska)

"Pays good money." (Man, 35, Aberdeen, Miss.)

"No government job is desirable." (Woman, 46, Bound Brook, New Jersey)

"Wonderful for a boy to give back to his country what it gives him." (Man, 48, Bound Brook, New Jersey)

"Too much sneakiness is necessary; no choice of location." (Woman, 25, Charleston, W. Virginia)

"It would be educational." (Woman, 37, Charleston, W. Virginia)

"Not at present. If they would protect their agents better I would not object." (Woman, 24, Compton, Calif.)

"He would be doing something worthwhile, which would be helping his country and the American people." (Man, 25, Norfolk, Virginia)

"A thankless job." (Man, 30, Willcox, Arizona)

"I'd like to think that my offspring could shape things up." (Man 22, Richland, Washington, D.C.)

"Intelligence work is gathering information which is necessary and interesting." (Man, 33, Richland, Washington, D.C.)

"I don't want him dealing in death." (Man, 36, Sharon, N. Dakota)

"Because the purpose of the C.I.A. is very good." (Man, 37, Long Arm, Maryland)

"If he could do any good for his country, I sure would." (Man, 41, Prescott, Ariz.)

"It is an honorable profession but dangerous." (Man, 39, Bunker Hill, Ill.)

TECHNICAL APPENDIX

— The Gallup Organization, Inc. —

COMPOSITION OF THE SAMPLE

	Per Cent	
	1964	1966
NATIONAL	100.0	100.0
SEX OF RESPONDENT		
Men	47.4	47.6
Women	52.6	52.4
AGE OF RESPONDENT		
21 to 34 years	24.6	26.5
35 to 49 years	32.4	32.7
50 years and older	42.7	39.0
Undesignated	0.3	1.8
OCCUPATION OF CHIEF WAGE-EARNER		
Professional & Business: Professional, technical and Kindred Workers (e.g., engineers, accountants, nurses); Executives (managers, officials, proprietors, public administrators)	23.0	23.0
White-collar: Clerical and kindred workers (e.g., mail carriers, telephone operators); Sales and kindred workers (e.g., underwriters, contractors, brokers)	11.3	11.1
Manual Workers: Foremen, craftsmen and kindred workers (e.g., railroad engineers, machinists, linesmen, maintenance painters); Operatives and kindred workers; Service, Domestic, Laborers	45.7	41.3
Farmers: Farm owners, farm managers, farm foreman, farm laborers	5.4	6.1
Non-labor Force	13.6	17.8
Undesignated	1.0	0.7
SIZE OF COMMUNITY		
Over 500,000, including urban fringe	34.8	34.4
50,000 to 499,999	20.7	21.7
2,500 to 49,999	14.9	15.7
Under 2,500, non-farm	24.1	22.1
Under 2,500, farm	5.5	6.1

(Continued)

REGION OF COUNTRY	Per Cent	
	1964	1966
East : Connecticut, D.C., Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, West Virginia	29.0	28.3
Midwest : Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, Wisconsin	28.9	29.1
South : Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia	26.3	26.2
West : Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, New Mexico, Nevada, Oregon, Utah, Washington, Wyoming	15.8	16.4
EDUCATION OF RESPONDENT		
College (graduate or incomplete)	18.6	19.2
High school (graduate or incomplete)	46.4	50.2
Grade school (8 years or less)	34.9	30.6
Undesignated	.1	.0

- N O T E -

Allowance for persons not at home was made by means of a "times-at-home" technique rather than by "call-backs". Either procedure is a standard method for reducing the sample bias that would otherwise result from underrepresentation in the sample of persons who are difficult to find at home. All results reported, including the composition of the sample, are based on data in which a "times-at-home" weighting has been incorporated.

DESIGN OF THE SAMPLE

The design of the sample is that of a replicated probability sample down to the block level in the case of urban areas, and to segments of townships in the case of rural areas.

After stratifying the nation geographically and by size of community in order to insure conformity of the sample with the latest available estimate of the Census Bureau of the distribution of the adult population, about 160 different sampling locations or areas were selected on a strictly random basis. The interviewers had no choice whatsoever concerning the part of the city or county in which they conducted their interviews.

Approximately 10 interviews were conducted in each such randomly selected sampling point. Interviewers were given maps of the area to which they were assigned, with a starting point indicated, and required to follow a specified direction. At each occupied dwelling unit, interviewers were instructed to select respondents by following a prescribed systematic method and by a male-female assignment. This procedure was followed until the assigned number of interviews was completed.

Since this sampling procedure is designed to produce a sample which approximates the adult civilian population (21 and older) living in private households in the U.S. (that is, excluding those in prisons and hospitals, hotels, religious and educational institutions, and on military reservations), the survey results can be applied to this population for the purpose of projecting percentages into number of people. The manner in which the sample is drawn also produces a sample which approximates the population of private households in the United States. Therefore, survey results can also be projected in terms of number of households when appropriate.

SAMPLING TOLERANCES

In interpreting survey results, it should be borne in mind that all sample surveys are subject to sampling error, that is, the extent to which the results may differ from what would be obtained if the whole population surveyed had been interviewed. The size of such sampling errors depends largely on the number of interviews.

The following tables may be used in estimating the sampling error of any percentage in this report. The computed allowances have taken into account the effect of the sample design upon sampling error. They may be interpreted as indicating the range (plus or minus the figure shown) within which the results of repeated samplings in the same time period could be expected to vary, 95 per cent of the time, assuming the same sampling procedure, the same interviewers, and the same questionnaire.

The first table shows how much allowance should be made for the sampling error of a percentage:

Recommended Allowance for Sampling Error
of a Percentage

	In Percentage Points (at 95 in 100 confidence level)*						
	-----Sample Size-----						
	<u>1500</u>	<u>1000</u>	<u>750</u>	<u>600</u>	<u>400</u>	<u>200</u>	<u>100</u>
Percentages near 10	2	2	3	3	4	5	7
Percentages near 20	2	3	4	4	5	7	9
Percentages near 30	3	4	4	4	6	8	10
Percentages near 40	3	4	4	5	6	8	11
Percentages near 50	3	4	4	5	6	8	11
Percentages near 60	3	4	4	5	6	8	11
Percentages near 70	3	4	4	4	6	8	10
Percentages near 80	2	3	4	4	5	7	9
Percentages near 90	2	2	3	3	4	5	7

The table would be used in the following manner: Let us say a reported percentage is 33 for a group which includes 1500 respondents. Then we go to row "percentages near 30" in the table and go across to the column headed "1500." The number at this point is 3, which means that the 33 per cent obtained

*The chances are 95 in 100 that the sampling error is not larger than the figures shown.

in the sample is subject to a sampling error of plus or minus 3 points. Another way of saying it is that very probably (95 chances out of 100) the average of repeated samplings would be somewhere between 30 and 36, with the most likely figure the 33 obtained.

In comparing survey results in two samples, such as, for example, men and women, the question arises as to how large must a difference between them be before one can be reasonably sure that it reflects a real difference. In the tables below, the number of points which must be allowed for in such comparisons is indicated.

Two tables are provided. One is for percentages near 20 or 80; the other for percentages near 50. For percentages in between, the error to be allowed for is between that shown in the two tables:

Recommended Allowance for Sampling Error
of the Difference

In Percentage Points
(at 95 in 100 confidence level)*

TABLE A Percentages near 20 or percentages near 80

Size of Sample	<u>750</u>	<u>600</u>	<u>400</u>	<u>200</u>
750	5			
600	5	6		
400	6	6	7	
200	8	8	8	10

TABLE B Percentages near 50

Size of Sample	<u>750</u>	<u>600</u>	<u>400</u>	<u>200</u>
750	6			
600	7	7		
400	7	8	8	
200	10	10	10	12

Here is an example of how the tables would be used: Let us say that 50 per cent of men respond a certain way and 40 per cent of women respond that way also, for a difference of 10 percentage points between them. Can we say with any assurance that the 10-point difference reflects a real difference between men and women on the question? The sample contains approximately 750 men and 750 women.

*The chances are 95 in 100 that the sampling error is not larger than the figures shown.

Since the percentages are near 50, we consult Table B, and since the two samples are about 750 persons each, we look for the number in the column headed "750" which is also in the row designated "750." We find the number 6 here. This means that the allowance for error should be 6 points, and that in concluding that the percentage among men is somewhere between 4 and 16 points higher than the percentage among women we should be wrong only about 5 per cent of the time. In other words, we can conclude with considerable confidence that a difference exists in the direction observed and that it amounts to at least 4 percentage points.

If, in another case, men's responses amount to 22 per cent, say, and women's 24 per cent, we consult Table A because these percentages are near 20. We look in the column headed "750" and see that the number is 5. Obviously, then, the 2-point difference is inconclusive.

ER

Colonel White:

Three copies of this report exist.

Back in 1966, the DDCI retained one copy (I don't know where it is now), and the ExDir was given these two copies to retain.

They have been held very, very closely and have been released only with your permission.

What do we do with them now?

Callin

jrf

*Barbara —
Keep them*



The Gallup Organization, Inc.

MARKETING AND ATTITUDE RESEARCH

PRINCETON, NEW JERSEY