

CIA HISTORICAL REVIEW PROGRAM  
RELEASE IN FULL 1995

10 SEP 1962

ER 62-6357/a

NSC REVIEW COMPLETED

General Leon W. Johnson, USAF  
Director, Net Evaluation Subcommittee  
Washington 25, D. C.

Dear General Johnson:

Thank you very much for your thoughtful memorandum of  
29 August concerning Dr. [redacted]

25X1

We are always glad to learn of the performance of our  
people, and it is indeed gratifying to get your generous comments  
about the assistance that Dr. [redacted] has rendered to the Net  
Evaluation Subcommittee. We greatly appreciate your courtesy  
in bringing this to our attention and I might say that it was a pleasure  
for us to make him available for this particular assignment. I  
am forwarding your memorandum to Dr. [redacted] for his information  
and, as a matter of record, a copy will be placed in his Official  
Personnel Folder.

25X1

25X1

With kindest regards,

Faithfully yours,

(Signed) Marshall S. Carter

Marshall S. Carter  
Lieutenant General, USA  
Acting Director

O/DCI [redacted] :mgo(6 Sept 62)

Distribution:

Orig. & 1 - Addr

1 - Dr. [redacted] via DD/I w/basic

1 - O/Pers w/cy basic for filing in Dr. [redacted]

Approved For Release 2003/04/18 : CIA-RDP80B01676R002900120003-7  
Personnel Folder

1 - ER 1 - AAB

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EXECUTIVE SECRETARIAT } NSC

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Executive Registry  
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NATIONAL SECURITY COUNCIL  
MET EVALUATION SUBCOMMITTEE

OFFICE OF THE DIRECTOR  
Room 7C 241, The Pentagon  
Washington 25, D. C.

19 August 1962

MEMORANDUM FOR THE DIRECTOR OF CENTRAL INTELLIGENCE

Subject: Commendation of Dr. [redacted]

25X1

I wish to express my appreciation for the invaluable services of Dr. [redacted] to this Committee. Dr. [redacted] has been outstanding in his contribution to our assigned mission. He was one of the principal architects of the scope, content and format of a recent major report. He argued so persuasively for inclusion or exclusion of items he considered necessary that he generally was able to prevail in having his points of view adopted. In my opinion, his reasons were valid and his ability to state them convincing enough to bring the group into agreement with him.

He looks at the broad picture and his interests are far wider than current intelligence. He is thoroughly familiar with the National Intelligence Estimates and the intelligence planning factors, but his interests go far beyond these in that he weighs their impact on the United States both now and in the future.

Dr. [redacted] is outstandingly proficient in expressing himself orally and in writing. In fact, as the work of the Committee developed, his work was so outstanding that I asked him to write the final report from briefs submitted by the entire staff. He did much of this on his own time, both nights and on week ends. The result was a readable document which clearly expresses the results of the Committee's work.

I consider the Central Intelligence Agency exceedingly fortunate to have such a well-rounded, competent and efficient individual in its service. It is with regret that we see his services here with this Committee terminated.

*David Johnson*  
DAVID M. JOHNSON  
General, USAF  
Director

62-63571B

MEMORANDUM FOR: Dr. [redacted]

STAT

SUBJECT: Memorandum of Commendation

1. It is with much pleasure that I am enclosing a memorandum dated 29 August from General Leon W. Johnson, USAF, Director of the Net Evaluation Subcommittee, commending you for the outstanding work that you did with the Subcommittee. Your splendid performance on this assignment reflects great credit upon both yourself and the Agency and I want to take this opportunity to express my personal appreciation for a job well done.

2. As a matter of record, I am placing copies of this memorandum and the memorandum from General Johnson in your Official Personnel Folder.

Marshall S. Carter

Marshall S. Carter  
Lieutenant General, USA  
Acting Director

O/DCI/[redacted]:mgo (5 Sept 62)  
Retyped O/DDCI:lcv (7 Sept 62)

Distribution:

- Orig - Adse
- 1 - DD/I
- 1 - O/Pers for filing in Dr. [redacted] Official Personnel Folder
- ~~1 - ER~~
- 1 - AAB
- 1 - DDCI

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EXECUTIVE OFFICE OF THE PRESIDENT

NATIONAL SECURITY COUNCIL

WASHINGTON

NOV 1-6 1961

November 6, 1961

31-8906

MEMORANDUM FOR: Mr. Allen W. Dulles  
Director of Central Intelligence

There is attached a copy of a private report and supporting charts covering the most recent Benton & Bowles survey on public awareness of and attitude toward selected major issues of the day. This is the fourth survey wave by Benton & Bowles in an effort to "measure" public concern over the cold war and other issues. The results of the other survey waves were presented to representatives of the Government in 1960 and in January and August of 1961. The surveys were made at no cost to the Government. They have not been and will not be made public.

The fourth wave, which includes several questions on Cuba suggested last August, reveals certain significant changes in public attitudes. The results have been closely held by Benton & Bowles and should not be made available to the press, as can be understood when the report is analyzed.

This report and charts are being sent to:

- Mr. Rober Tubby, Assistant Secretary of State for Public Affairs
- Mr. Pierre Salinger, Press Secretary to the President
- Mr. Edward R. Murrow, Director, U. S. Information Agency
- Mr. Theodore C. Sorensen, Special Counsel to the President
- Mr. Robert Kennedy, Attorney General
- Mr. Walt W. Rostow, Deputy Special Assistant to the President for National Security Affairs

*Bromley Smith*  
Bromley Smith  
Executive Secretary

The first of the four studies reported in this volume was conducted by Benton & Bowles, Inc. , as a public service after a number of discussions early in 1960 with Mr. Gordon Gray then Special Assistant to the President. The second, third and fourth studies were carried out at the suggestions of Mr. Gray and others in government to whom the material was shown.

It was felt that a useful purpose would be served if some "measurement" were taken on the awareness of the American Public of the major issues connected with the Cold War, and of their concern toward those issues.

Specifically, it was felt that several basic questions should be answered.

One of these was whether or not a consistently dependable "measurement" could be taken by mail questionnaires covering a pre-determined sample of the Public corresponding roughly to the total breakdown by age, income, geographic, etc. groups.

Second, whether or not such a sampling, if continued, would conform to a pattern that would indicate the impact of national or international events on public awareness; i. e. , to what degree such events would change the various levels, and whether or not these were consistent with common sense.

Third, what were the actual "levels" of concern on various questions dealing with the national security, with the activities of the communists, and the danger of war.

All three of the questions were answered in the affirmative, as indicated by the consistent response to the same questions by four entirely separate "samplings" of two thousand families each.

Not only did the response to each of these samplings follow very consistent patterns from the research point of view, but also whatever changes showed up between the four time periods involved reflected the march of events very directly.

The chart at right and those that follow reveal some of the highlights of this study.

This is the way respondents were asked to fill out the first set of questions.

Listed below are a series of issues which are reported in newspapers, radio, and TV on a day-to-day basis.

These are issues which could affect the well-being of our American way of life. These issues may be of more or less concern for individual Americans today.

Would you please read the complete list of issues described below, then place "1" in the box opposite the issue you, yourself, are most concerned about. Then place a "2" opposite the issue you are next concerned about, and so on until you have numbered all nine issues.

SCHOOLS - Adequate Educational Facilities

NATIONAL DEFENSE - Military Protection for  
the United States

INFLATION - The High Cost of Living

WAR - The Danger of a World War

ORGANIZED LABOR - The Power of the Unions

COMMUNISM - Communists Gaining Control of  
Governments Friendly to the U. S.  
in the Past

JUVENILE DELINQUENCY - The Number Of  
Young Law Breakers

DEPRESSION - A Major "Crash" such as we had  
in the 1930's

BIG BUSINESS - The Size and Power of  
Corporations

The proportion who expressed a "high" degree of concern about each issue -- ranking it "1", "2", or "3" -- in both July, 1960 and September, 1961 is shown in gray. A black area and arrow indicates the extent to which "high" concern increased during the period, a white area and arrow indicates the extent to which it decreased.

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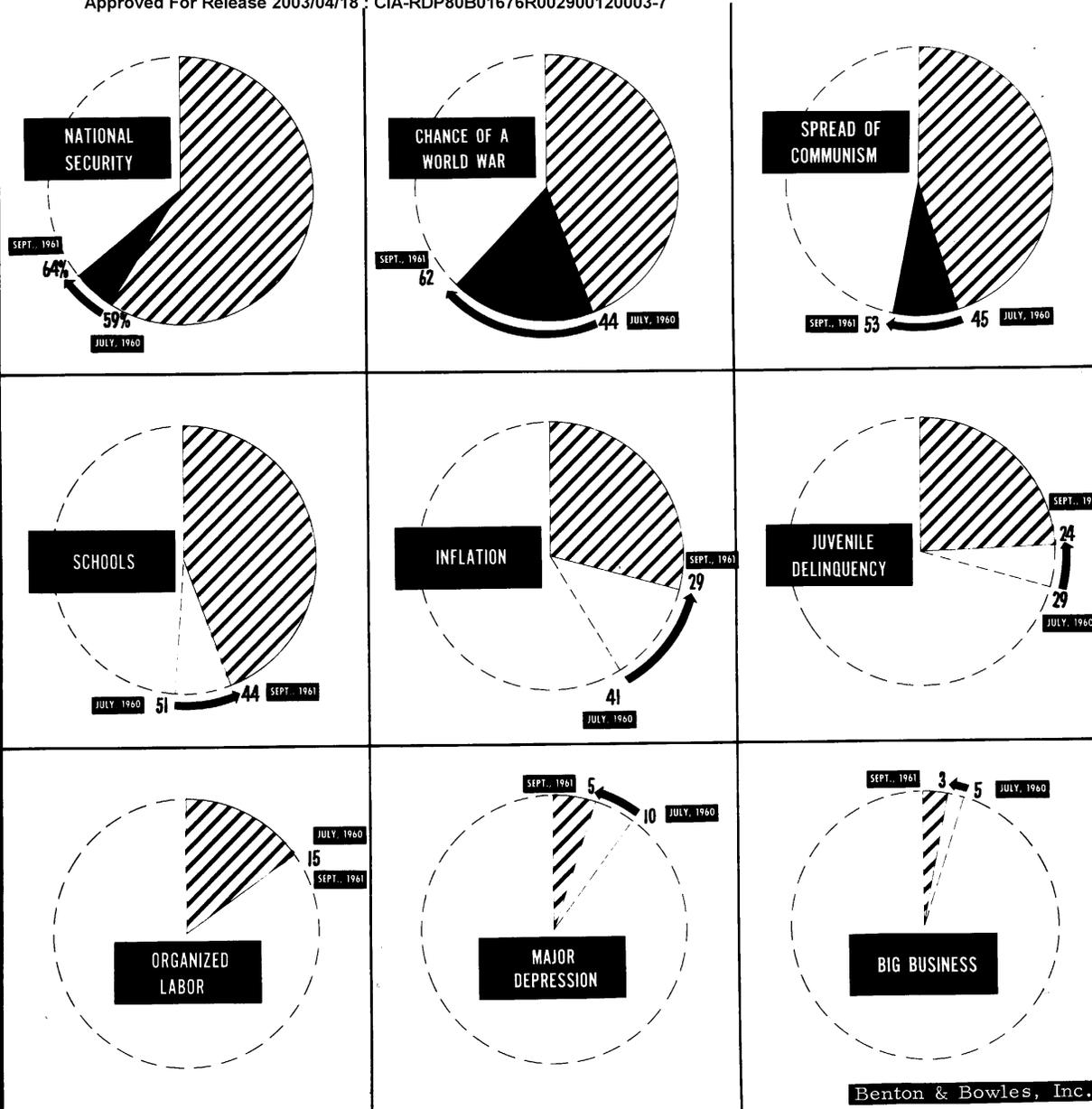
The issues about which public concern has increased from July, 1960, to September, 1961, are the chance of world war, the spread of Communism, and national defense.

Relative concern about various domestic issues --- inflation, schools, depression, juvenile delinquency, and big business --- has, however, decreased significantly.

The only major issues covered in this study about which relative public concern has not changed significantly are organized labor and big business.

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Of the nine major issues on which measurements of "Acute Concern" were taken, all but two showed substantial change between July, 1960 and September, 1961



Benton & Bowles, Inc.

The next set of questions, ten in number, sought to determine how people felt in regard to a number of specific issues of the Cold War.

Here, the method of questioning was somewhat different, in that the respondents were asked which, of a number of possible answers, most closely described their own feelings.

For example . . . under the heading "SERIOUSNESS OF COLD WAR" the actual question was worded as follows:

Since the end of World War II, a struggle between the East and West (primarily between the U. S. and Russia) has been going on. This struggle has come to be known as the "cold war." Would you read each of the statements made below and then check the one you agree with most.

(Check One Box)

- The issues of the cold war are not serious
- Although the issues of the cold war are serious, they are not cause for alarm
- The issues of the cold war are sufficiently serious to give real cause for alarm

It is realized that, purely statistically, it is not possible to compare the replies to these questions with the replies graded by the respondent in degrees from one to nine - but the purpose of the study is to get some measurement of the "seriousness" of public concern on such diverse questions, and some indication of the direction and degree of any change in concern.

For that reason the next ten questions are charted in a format similar to the first group even though the questions were phrased quite differently.

Again, "acute" concern in both July, 1960, and September, 1961, is shown by a gray area. Increase in "acute" concern is shown by a black area and accompanying arrow; decrease is indicated by a white area and arrow.

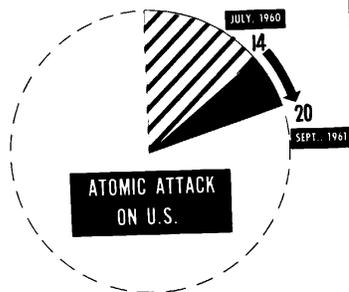
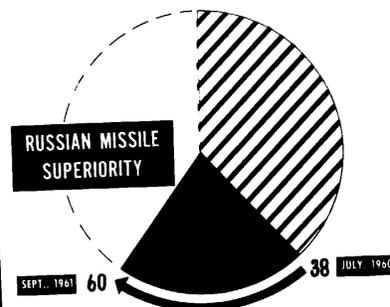
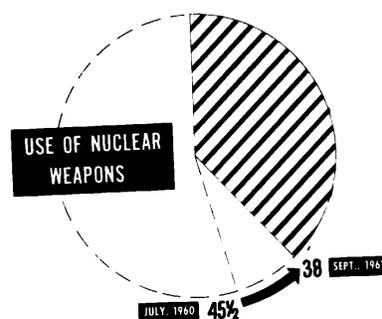
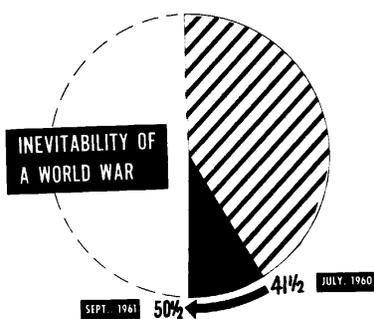
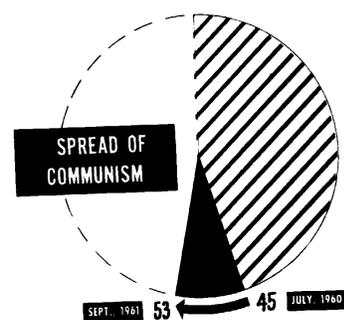
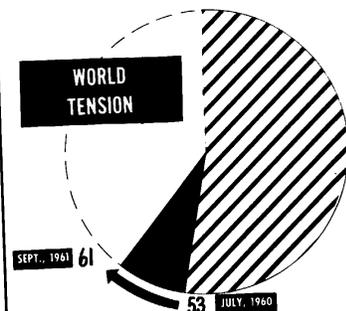
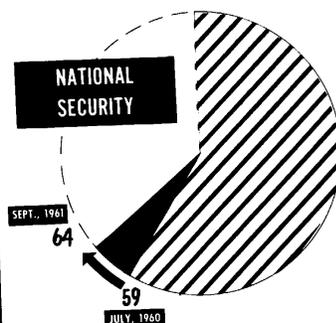
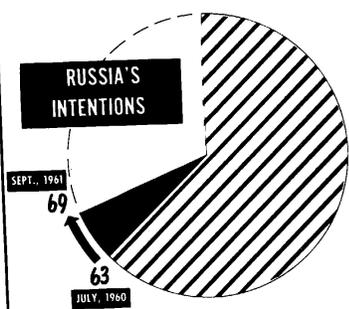
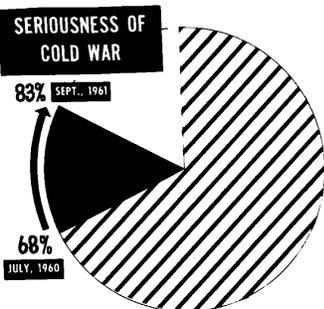
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Between July, 1960, and September, 1961, concern increased significantly with regard to eleven of the twelve cold war aspects charted above. The areas showing the sharpest rise in concern were Russian missile superiority and the seriousness of cold war issues.

Concern over the possible use of nuclear weapons decreased, however, and by a significant amount.

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Since July, 1960, the "Acute Concern" of the public over cold war matters definitely increased



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Matters affecting security, war and Communism continued to arouse the greatest relative public concern. In fact, only concern over the school problem is at all comparable in level.

Of particular interest are the striking increase in anxiety over the issue of war between May, 1961, and September, 1961, and the decrease in concern over inflation and depression.

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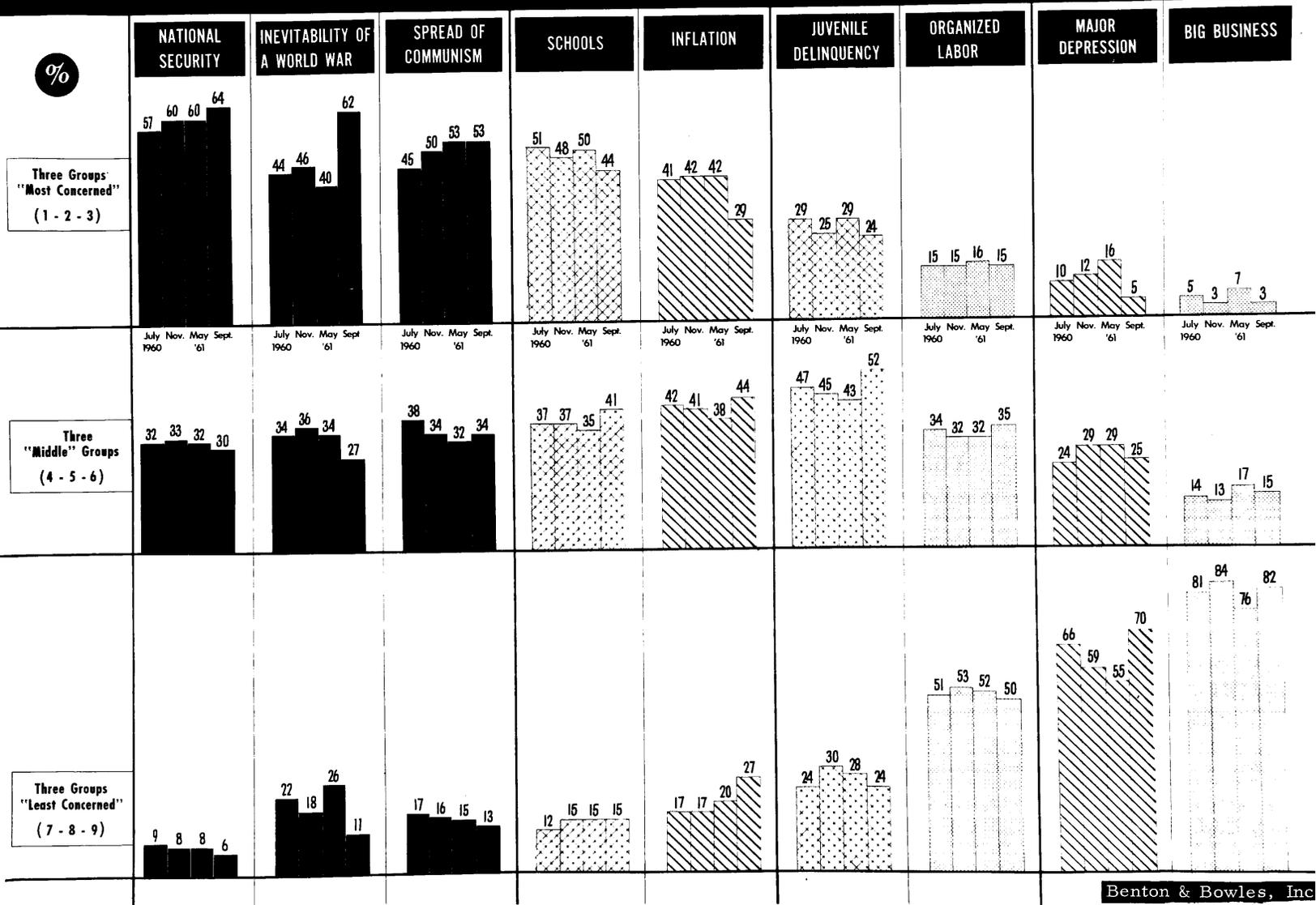
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Here and on the next chart the "degrees" of concern over major issues have been grouped into three - the "most concerned" or "acutely concerned" group, the "tangibly concerned" or middle group, and the "not particularly concerned" or "least concerned" group.

Again, the proportions are shown for each of the four study waves.

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# Degrees of concern over selected major "Problems"



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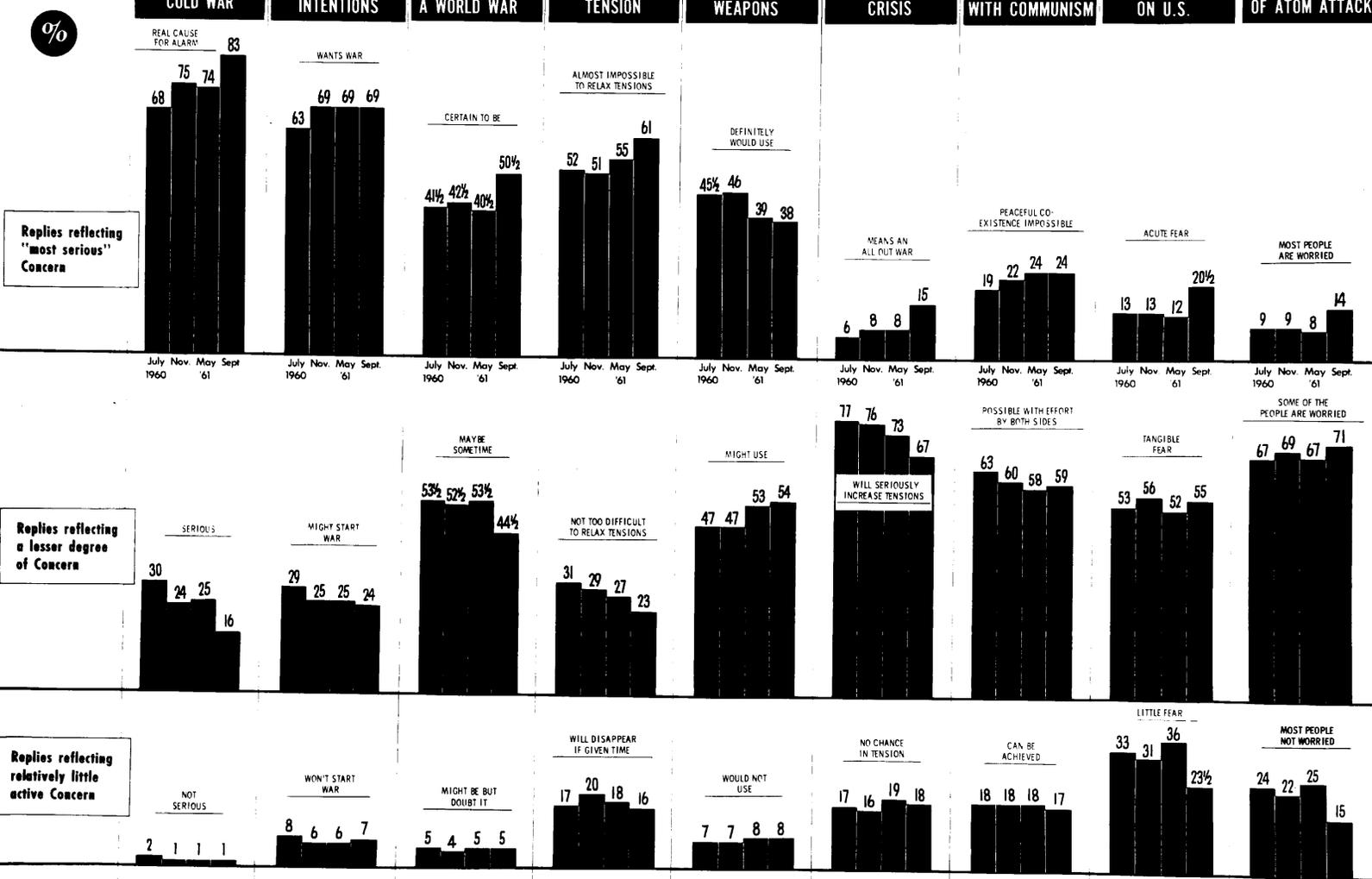
Concern over the seriousness of the cold war issues and over Soviet warlike intentions is particularly acute.

Anxiety over the continuance of world tensions, the likelihood of another world war, and the potential use of nuclear weapons is also marked.

Worthy of particular note are the unusually large increases in concern which apparently developed in nearly all these areas between May, 1961, and September, 1961.

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# Alarm over specific 'Cold War' subjects increased substantially



Replies reflecting "most serious" concern

Replies reflecting a lesser degree of concern

Replies reflecting relatively little active concern

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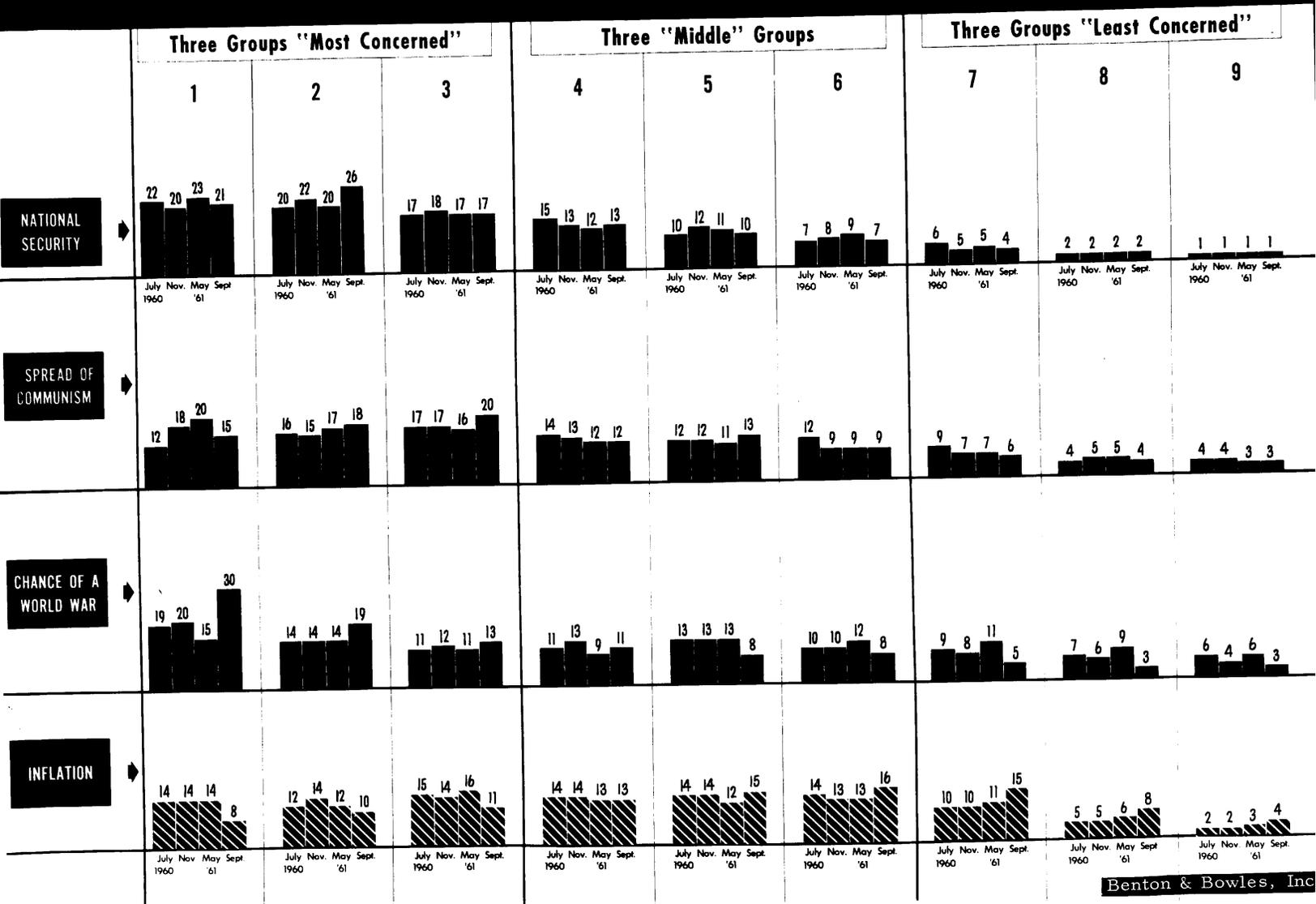
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This and the following chart show in detail the answers to the first set of questions - in which respondents were asked to indicate the degree of their concern about each of the major issues on a numerical scale ranging from "1" (most acute concern) to "9" (almost no concern).

To permit comparisons between the various waves of this study, the questions were identical in their format on each wave, and the responses "scored" by the same method.

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Except for fear of war, most of the patterns of the nine "Levels" of concern were similar



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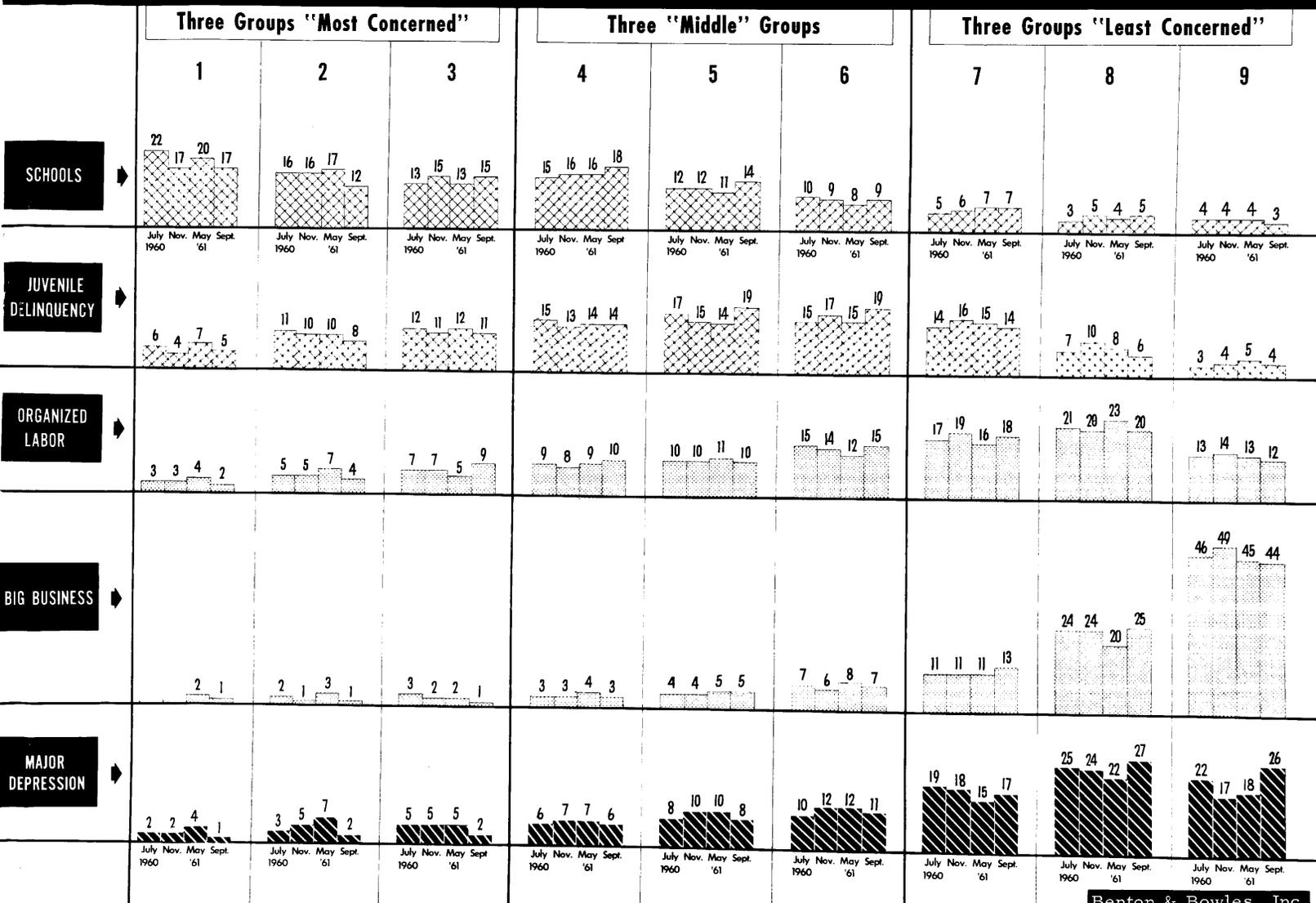
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The patterns of relative concern evolved regarding the major cold war issues -- expressed in terms of nine "degrees" or levels -- were remarkably similar from wave to wave.

This consistency of response on most questions, demonstrated on this and the following chart, underscores the importance of the few changes observed in this study.

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# On "General Subjects" most of the patterns of the nine "Levels" of concern were similar



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Evaluations of the relative strength and stature of the United States and Russia on a number of criteria are shown on this and the next chart.

The question as asked was:

Now, we would like your opinions on another subject. Listed below, are a series of statements that we have heard people make . . . some of them have been made with reference to Russia and others with reference to the United States. Would you please read each statement, and as you do, indicate whether it best describes the United States; or whether it best describes Russia. Try to select one or the other country. However, if you feel that you cannot make a choice and the statement applies equally to both, indicate this in the appropriate box below.

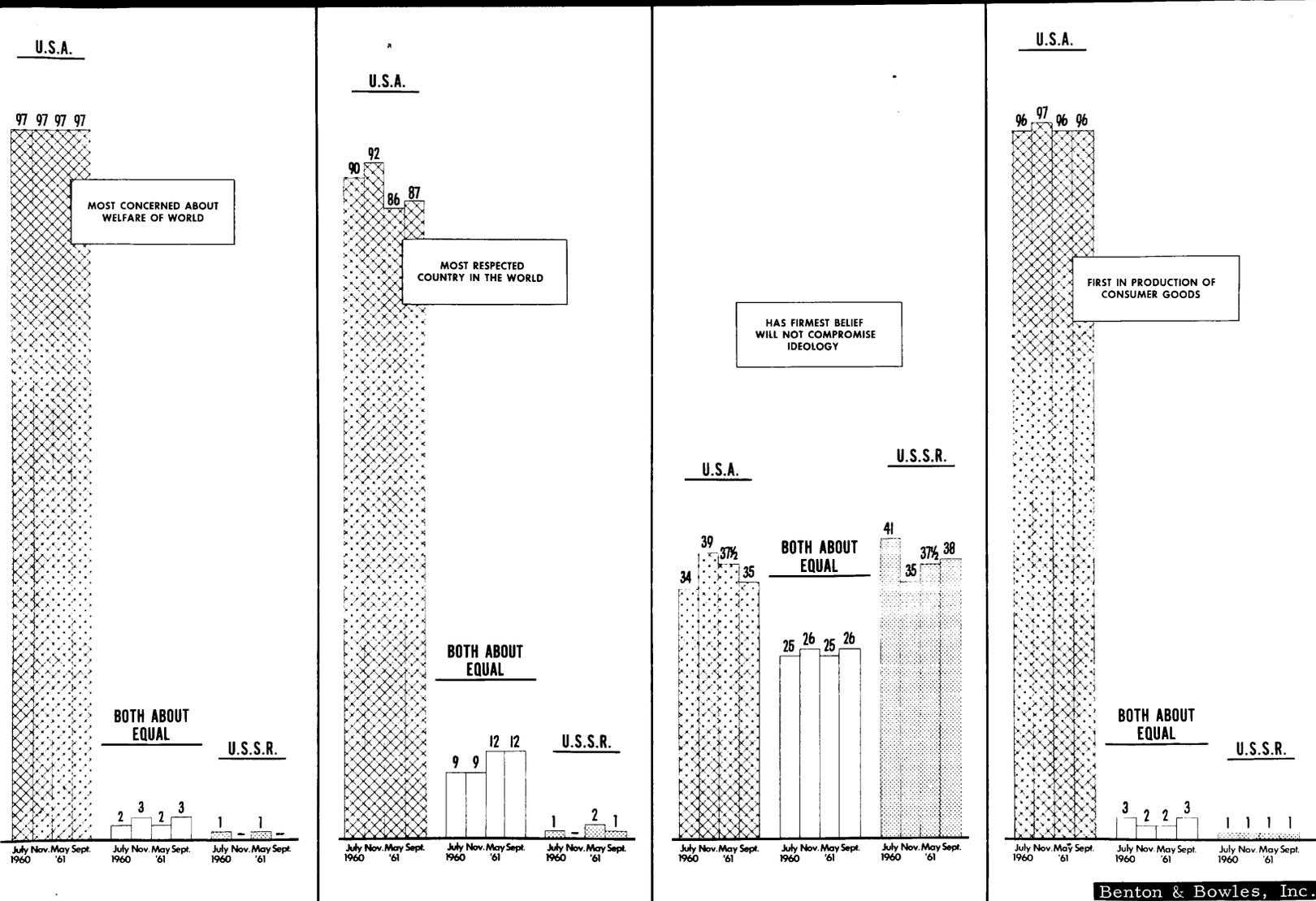
	<u>Best Describes Russia</u>	<u>Best Describes U. S.</u>	<u>Both Equally</u>
Most respected country in the world	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Most advanced in the development of missiles, rockets, space ships	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Has the firmest beliefs - and will not compromise on these beliefs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Most scientifically advanced	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best prepared to successfully wage war right now	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is first in the production of industrial and consumer goods	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Most concerned about the welfare of the world - not only itself	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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The U. S. has consistently been judged to be much more concerned about world welfare, most respected, and first in production of consumer goods. On firmness of belief, however, the U. S. S. R. is apparently seen as equally unlikely to compromise its ideology.

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# On "General Subjects" estimate of U.S. "Stature" vs. U.S.S.R. remained roughly constant



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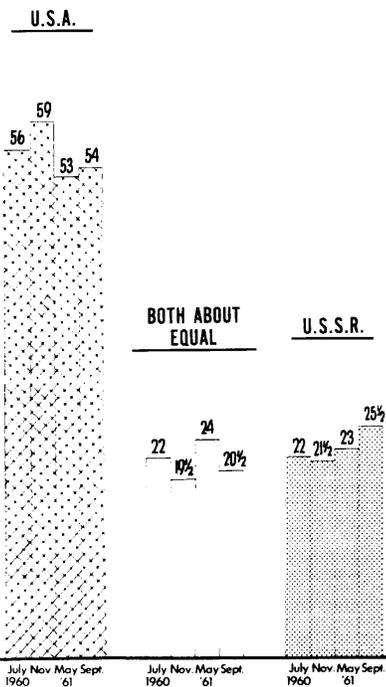
Although the relative positions of the two powers in rocketry and missile development have switched twice, the Soviets are conceded a staggering lead as of September, 1961.

Responses to the other questions dealing basically with the military area reflect the missile judgements to some extent. Although the U. S. is consistently thought to lead in scientific advancement and military preparedness, its viewed margin of superiority is apparently narrowing.

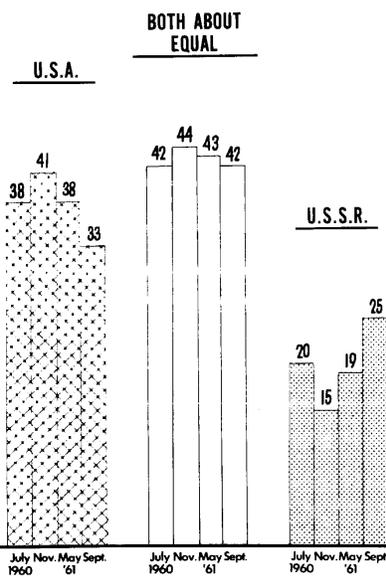
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# On "Military" subjects the U.S. has definitely "Lost Ground" since May, 1960

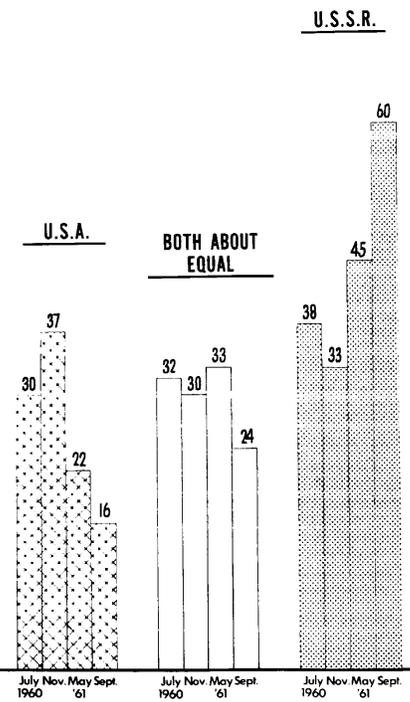
MOST ADVANCED SCIENTIFICALLY



BEST PREPARED FOR SUCCESSFUL WAR RIGHT NOW



MOST ADVANCED IN ROCKETS MISSILES SPACE SHIPS



Benton & Bowles, Inc

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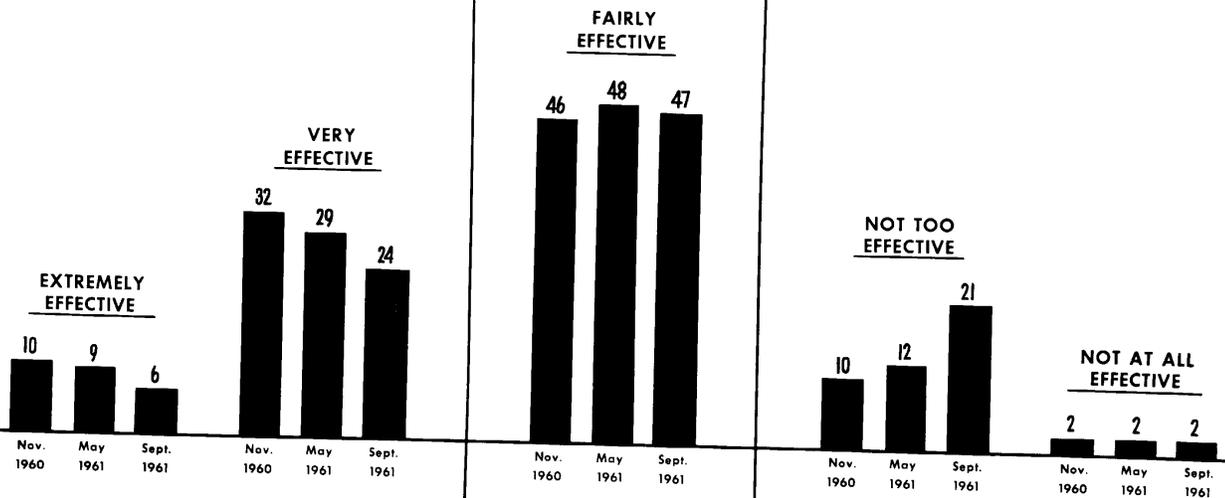
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While a broad over-all "acceptance" of the U. N. 's usefulness is still indicated by the relatively small number of replies reflecting a negative attitude, confidence in the U. N. seems to have been shaken somewhat between November, 1960, and September, 1961.

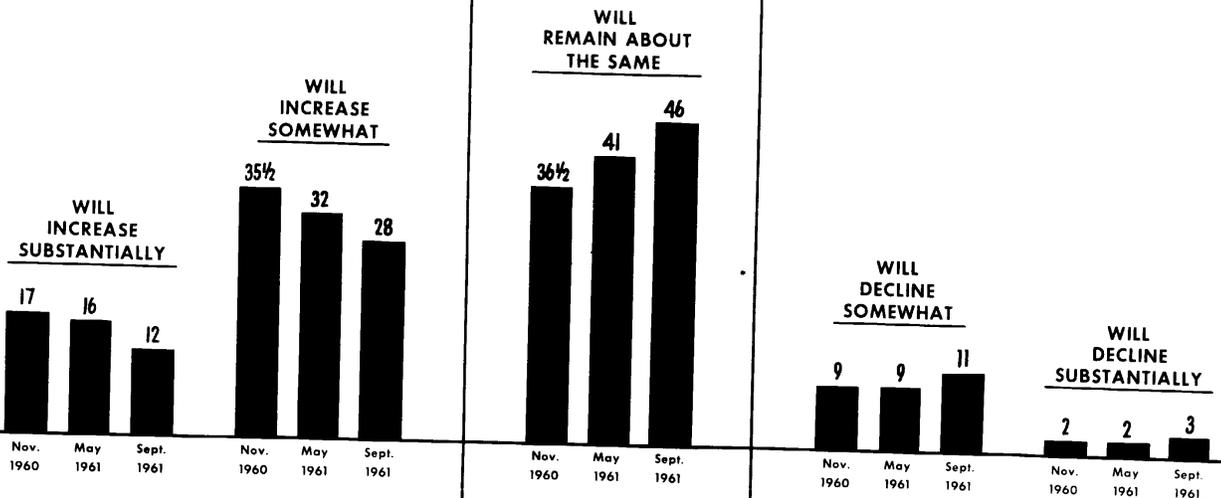
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# In the past six months public confidence in the United Nations has suffered

## APPRAISAL OF CURRENT EFFECTIVENESS



## APPRAISAL OF POTENTIAL EFFECTIVENESS



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Three new questions were included in the questionnaire used for the fourth sampling. One of these dealt with the final outcome of the struggle between Communism and Democracy. It was phrased as follows:

While Premier Khrushchev of Russia was visiting the U. S. in 1960, he said that Communism will win out over Democracy. His words to Americans were: "Your grandchildren will live under Communism." Some people -- even though they are opposed to Communism -- feel he may be right. Others disagree. How do you think the struggle between Communism and Democracy will come out in the end?

(Check One Box)

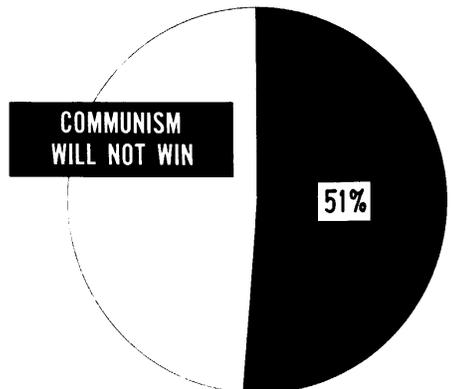
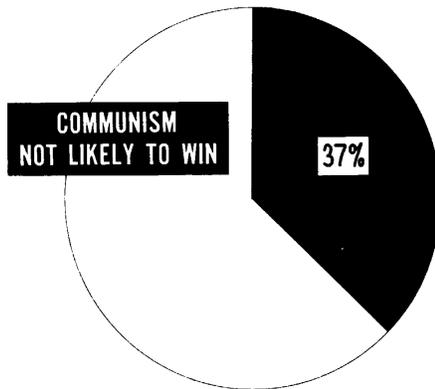
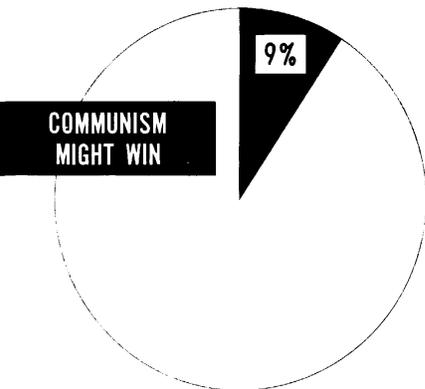
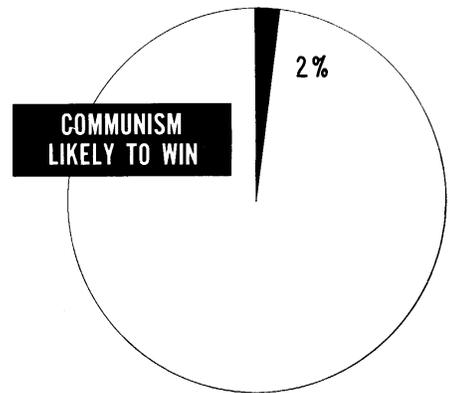
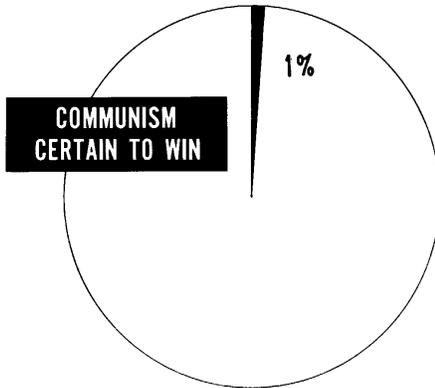
- I feel certain Communism will win.....
- I think Communism is likely to win.....
- I'm not certain, but I think Communism  
might win.....
- I'm not certain, but I don't think  
Communism is likely to win.....
- I feel certain Communism won't win.....

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The most significant aspect of the responses to this question seems to be that only half the replies indicated strong confidence in the eventual victory of Democracy. An additional one-third feel Communism is unlikely to win but are less certain of the outcome.

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Only about half of the people questioned were "Certain" that democracy would eventually win out over communism



Both the other new questions dealt with aspects of the Cuban situation. The wording of these questions was:

Since Fidel Castro came to power in Cuba in 1958, the U.S. and Castro have had many serious disagreements. During this time, both the U.S. and Castro have been trying to win friends in Central and South America. Below are some comments people have made about the effect Castro is having on the strength of Communism in Central and South America. How do you feel about it?

Check One Box

Communism is becoming weaker in Central and South American countries because of what Castro is doing.....

What Castro is doing isn't having much effect on Communism's strength in Central and South American countries.....

Communism is becoming stronger in Central and South American countries because of what Castro is doing.....

We've heard that some people wonder if Cuba might be used as a place from which to attack the U.S. In your opinion, how likely is it that Cuba might be used as a place from which to attack the U.S.?

Check One Box

Not at all likely.....

Not too likely.....

Fairly likely.....

Very likely.....

Extremely likely.....

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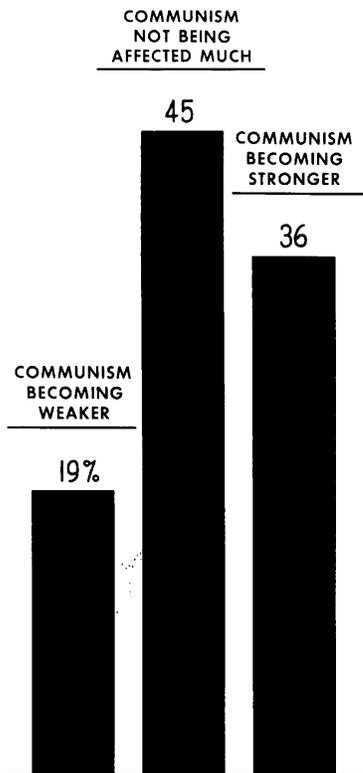
Note that about one-third feel Latin American Communism is becoming stronger as a result of Fidel Castro's activities. One-Fifth feel Castroism is having an adverse effect on Communist strength in these areas, however; and nearly half apparently feel Cuban activity is having little or no effect on the political life of the hemisphere.

Somewhat surprising, in view of the above assessment of Castroism and Communism, is the indication from the right half of this chart that nearly six out of every ten adjudge the U. S. to be in substantial danger of military attack by Cuba-based forces.

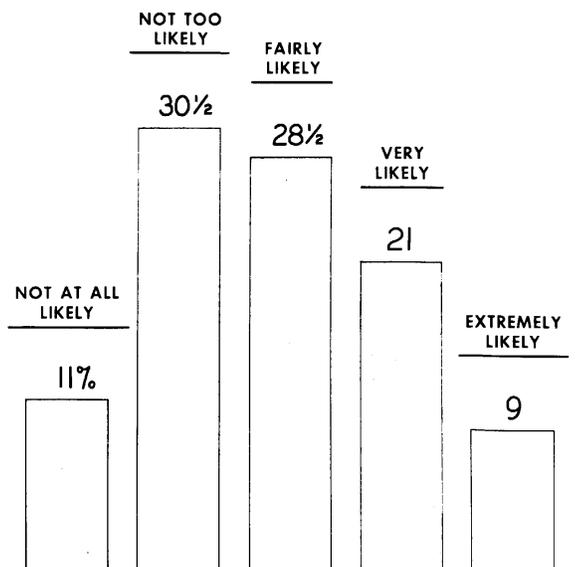
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# On Cuba, Castro and Communism

MORE THAN A THIRD BELIEVE CASTRO INCREASING STRENGTH OF COMMUNISM IN CENTRAL & SOUTH AMERICA



MORE THAN HALF BELIEVE CUBA BASED ATTACK LIKELY ON UNITED STATES



Benton & Bowles, Inc.