

OPINION OF LYNDON B. JOHNSON
AS UNITED STATES SENATOR
FEBRUARY 1954



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OPINION OF LYNDON B. JOHNSON

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FEBRUARY 1954

Confidential Report

of

A Statewide Sampling Survey

Conducted For:

SYERS, PICKLE AND WINN

Report Number 2

By Joe Belden & Associates

TR-329-567

TO HELP YOU INTERPRET THIS REPORT

This is a report of a statewide sampling survey conducted for the purpose of studying public attitudes toward Lyndon B. Johnson as United States Senator.

METHOD

A staff of 63 trained interviewers personally interviewed a representative cross section of the adult population of Texas. The cross section was controlled so as to include correct proportions of men and women; Anglo-Americans, Latin-Americans, and Negroes; the various age groups; persons of low, low-plus, average and above average standards of living; residents of large cities, medium size cities, small towns, rural villages and farm and ranch areas; in seven distinct geographical regions of the state.

The sample design is the same as our firm has been using for our continuing study of Texas public opinion since 1946.

A total of 1,000 persons was interviewed. The interviews were edited by trained analysts in our Dallas offices, punched on IBM cards, and tabulated on our own IBM equipment.

QUESTIONNAIRE

Each person interviewed was asked this question:

"Do you approve or disapprove of the way Lyndon B. Johnson is handling his job as United States Senator from Texas?"

The question was included in a questionnaire covering other political subjects of general interest.

SUMMARY OF FINDINGS

This survey indicates that, as of mid-February, 47 per cent of all Texas adults had a favorable attitude toward Senator Johnson, 15 per cent disapproved of him, and 38 per cent were undecided or had no opinion.

In a survey conducted November-December 1953, based on a comparable sample and the same question, The Texas Poll found 60 per cent of all adults approved, 10 per cent disapproved, and 30 per cent were undecided.

The indicated drop of 13 percentage points in the number of adults definitely approving is significant. Only a small part -- 3 or 4 percentage points -- could be attributed to sampling variation. Hence the most optimistic view that can reasonably be taken is that definite approval has dropped only 9 percentage points.

THE RESULTS

The results are presented on a base of all 1,000 adults interviewed, and also on a refined base of 647 of the 1,000 who said they held poll tax receipts or exemptions qualifying them to vote in Texas this year. In addition, we present breakdowns by geographic districts, size of community, sex, economic levels, age groups, and by how the respondents said they voted in the 1952 presidential election.

The sample of 1,000 persons includes 597 who said they voted in the 1952 presidential election. On being asked whether they voted for Eisenhower or Stevenson, these voters answered as follows:

Voted for Eisenhower	51%
Voted for Stevenson	45
Refused to say	4
	100%

The fact that the sample includes Eisenhower and Stevenson voters in about the same proportion as the official election count in 1952 lends reliability to the overall results of the survey.

All percentages in the tables have been rounded to the nearest whole number. The number of interviews on which each percentage is based is given in each case.

Assuming our cross section is correctly designed and the interviewing is objective, the results based on 1,000 or 647 interviews are probably accurate within 3 or 4 percentage points. But the breakdowns should not be considered that accurate. They are presented only as rough indications of opinion among the various segments of the public. It would be a mistake of judgment to put much faith in results based on small numbers, for it should be considered that the smaller the sub-sample of interviews the greater the probable margin of sampling variation. On the other hand, where results based on small numbers of interviews closely follow the pattern of results shown by other sub-samples in the same survey, such results should be given greater weight in your evaluation than would be warranted by the small sub-sample base.

As an aid to interpretation, it may be well to point out the major population centers in each of our geographical regions:

- I. Panhandle-South Plains -- Amarillo and Lubbock.
- II. North Texas -- Dallas, Fort Worth, Wichita Falls, Denison-Sherman.
- III. East Texas -- Port Arthur, Beaumont, Tyler, Longview, Paris.
- IV. South Texas -- Houston, Galveston, Victoria.

- V. Central Texas -- Austin, Waco, Temple.
- VI. Southwest & Valley -- San Antonio, Corpus Christi, Harlingen-Edinburg, Laredo.
- VII. West Texas -- El Paso, San Angelo, Abilene, Odessa, Big Spring.

RESTRICTION

It is expressly understood that this report is confidential and will not be released for publication, either by the researcher or by the client, without prior consultation.

Joe Belden & Associates
February 25, 1954

CHARACTERISTICS OF THE SAMPLE, FEBRUARY 1954

The results of this survey are based on interviews with 1,000 persons representing a cross section of the adult population of Texas. The interviews were distributed as follows:

Geographic District:

Panhandle-South Plains	8.4%
North Texas	18.9
East Texas	17.7
South Texas	16.6
Central Texas	10.9
Southwest & Valley	17.3
West Texas	10.2
	<u>100.0%</u>

Size of Place:

In cities 50,000 and up	39.1%
In cities 10,000 to 50,000	13.7
In towns 2,500 to 10,000	11.1
Rural (towns less than 2,500 and farms and ranches)	36.1
	<u>100.0%</u>

Sex:

Men	49.6%
Women	50.4
	<u>100.0%</u>

Age:

20 thru 34 years	35.9%
35 thru 49 years	32.3
50 and up	29.8
Unreported	2.0
	<u>100.0%</u>

Race:

Anglo-American	72.6%
Latin-American	15.5
Negro	11.9
	<u>100.0%</u>

Socio-Economic Level:

Above average	10.4%
Average	30.0
Low-plus	33.2
Low	26.4
	<u>100.0%</u>

OPINION OF JOHNSON AS U. S. SENATOR, FEBRUARY 1954

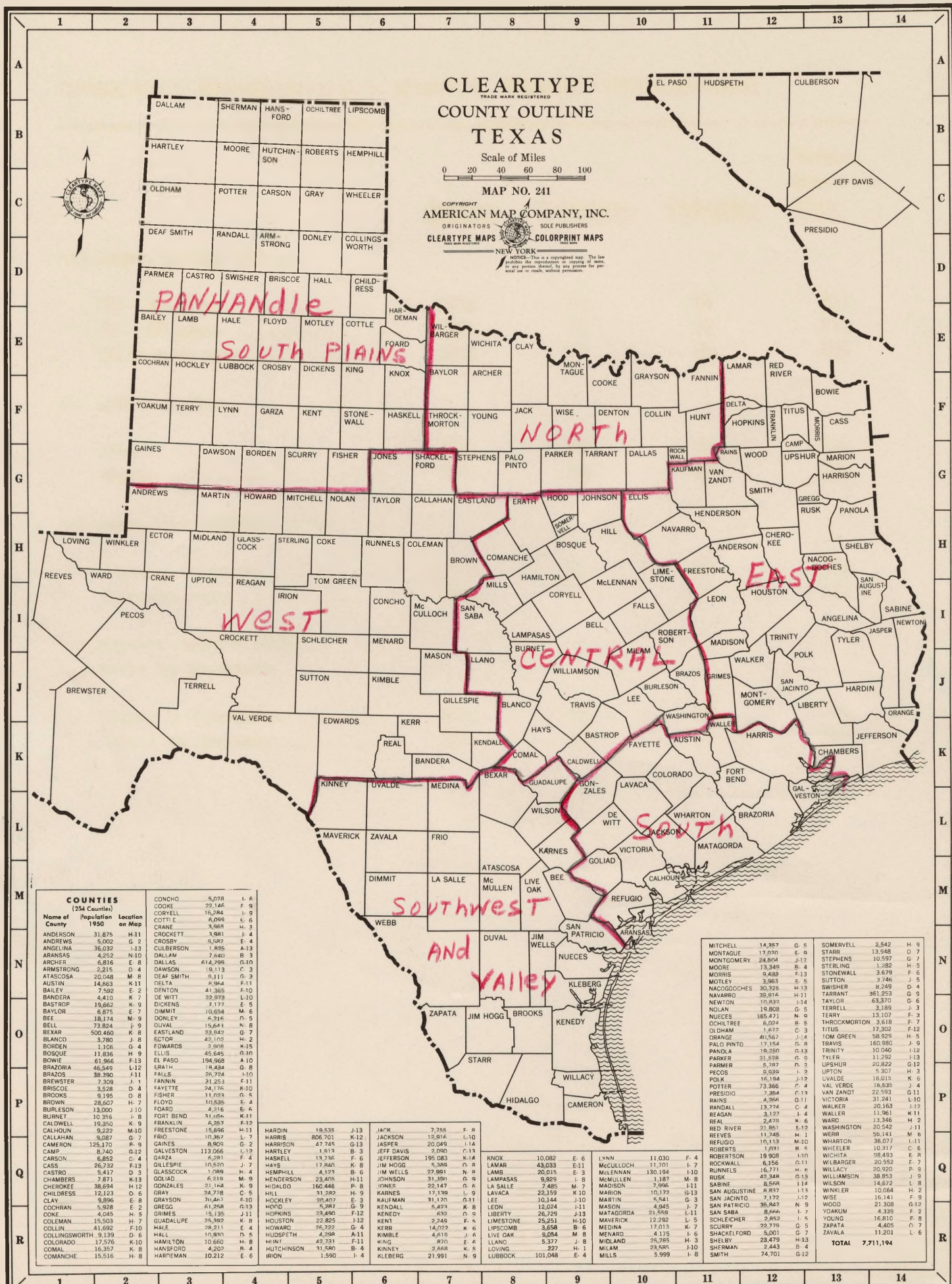
"Do you approve or disapprove of the way Lyndon B. Johnson is handling his job as United States Senator from Texas?"				Number Interviews
	<u>Approve</u>	<u>Disapprove</u>	<u>Undecided</u>	<u>100%</u>
All adults	47%	15	38	1000
All adults, by Geographic Districts:				
Panhandle-South Plains	59%	12	29	84
North	40%	20	40	189
East	48%	16	36	177
South	41%	12	47	166
Central	55%	14	31	109
Southwest & Valley	46%	16	38	173
West	46%	13	41	102
All voters*	52%	18	30	647
All voters, by Geographic Districts:				
Panhandle-South Plains	61%	14	25	67
North	44%	27	29	105
East	53%	20	27	119
South	43%	15	42	112
Central	64%	19	17	70
Southwest & Valley	49%	17	34	116
West	57%	15	28	58
All voters, by Size of Community:				
Cities 50,000 and over	50%	17	33	214
Cities 2,500 to 50,000	52%	18	30	173
Towns under 2,500	55%	17	28	123
Farm or ranch	50%	22	28	137

(Continued)

*Adults who said they held poll tax receipts or exemptions.

OPINION OF JOHNSON AS U. S. SENATOR, FEBRUARY 1954 (Continued)

	<u>Approve</u>	<u>Disapprove</u>	<u>Undecided</u>	<u>Number Interviews 100%</u>
All voters, by Age Groups:				
21 - 34 years	51%	18	31	182
35 - 49 years	52%	18	30	223
50 or more years	53%	19	28	229
All voters, by Sex:				
Men	54%	22	24	367
Women	49%	14	37	280
All voters, by Economic Level:				
Average or above	54%	21	25	324
Below average	48%	17	35	323
Persons who voted in 1952, by choice for president:				
Voted for Eisenhower	44%	23	33	303
Voted for Stevenson	58%	15	27	269



CLEARTYPE
COUNTY OUTLINE
TEXAS

Scale of Miles
0 20 40 60 80 100

MAP NO. 241

AMERICAN MAP COMPANY, INC.

ORIGINATORS
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COUNTIES
(254 Counties)

Name of County	Population 1950	Location on Map
ANDERSON	31,875	H-11
ANDREWS	5,002	G-2
ANGELINA	36,032	I-13
ARANSAS	4,252	N-10
ARCHER	5,816	E-8
ARMSTRONG	2,815	O-4
ATASCOSA	20,048	M-8
AUSTIN	14,863	K-11
BAILEY	7,502	E-2
BANDERA	4,410	K-7
BASTROP	15,662	K-9
BAYLOR	6,875	E-7
BEE	18,174	M-9
BELL	73,824	F-9
BEXAR	500,460	K-8
BLANCO	3,780	J-8
BORDEN	1,106	G-4
BOSQUE	11,836	H-9
BOWIE	61,966	F-13
BRAZORIA	46,549	L-12
BRAZOS	38,390	I-11
BREWSTER	7,309	J-1
BRISCOE	5,258	D-4
BROOKS	3,155	O-8
BROWN	28,607	H-7
BURLESON	13,000	J-10
BURNET	10,356	H-8
CALDWELL	10,350	K-9
CALHOUN	2,222	M-10
CALLAHAN	9,087	G-7
CAMP	125,170	G-12
CARSON	6,852	G-4
CASS	26,732	F-13
CASTRO	2,417	D-3
CHAMBERS	7,871	K-13
CHEROKEE	38,694	H-12
CHILDRESS	12,123	O-6
CLAY	8,896	E-8
COCHRAN	5,928	E-2
COKE	5,045	H-5
COLEMAN	15,503	H-7
COLLIN	41,692	F-10
COLLINGSWORTH	9,139	O-6
COLORADO	17,576	K-10
COMAL	16,357	K-8
COMANCHE	15,516	H-8
CONCHO	5,078	I-4
COOKE	22,146	F-9
CORYELL	15,294	I-9
COTTE	6,006	E-6
CRANE	3,968	H-3
CROCKETT	3,681	I-4
CROSBY	6,540	E-4
CULBERSON	1,925	A-13
DALLAM	7,640	B-3
DALLAS	614,998	G-10
DAWSON	19,113	C-3
DEAF SMITH	5,111	O-3
DELTA	8,964	F-11
DENTON	41,365	F-10
DE WITT	22,973	L-10
DICKENS	7,177	E-5
DIMMIT	10,654	M-6
DONLEY	6,216	O-5
DUVAL	15,641	N-8
EASTLAND	23,642	G-7
ECTOR	42,102	H-2
EDWARDS	2,018	K-15
ELLIS	45,645	G-10
EL PASO	194,968	A-10
ERATH	14,434	C-8
FALLS	26,724	I-10
FANNIN	21,253	F-11
FAYETTE	24,174	K-10
FISHER	11,023	F-4
FLOYD	10,536	E-4
FOARD	4,016	E-6
FORT BEND	31,054	K-11
FRANKLIN	6,267	F-12
FREESTONE	15,896	H-13
GAINES	8,809	G-2
GALVESTON	113,056	L-12
GARZA	6,291	F-4
GILLESPIE	10,520	J-7
GOLIAD	6,219	M-7
GONZALES	21,148	K-9
GRAY	24,778	C-5
GRAYSON	20,467	E-3
GREGG	41,258	R-13
GRIMES	15,135	J-11
GUADALUPE	25,362	K-5
HALE	29,211	E-4
HALL	10,801	D-5
HAMILTON	10,660	H-8
HANSFORD	4,207	R-4
HARTMAN	1,590	I-4
HARDIN	19,535	J-13
HARRIS	806,701	K-12
HARTLEY	47,745	G-13
HASKELL	13,736	F-6
HAYES	17,840	K-8
HEMPHILL	23,405	H-11
HIDALGO	160,446	P-8
HILL	31,292	H-9
HOPKINS	27,440	F-12
HOUSTON	26,407	E-3
HOWARD	4,292	G-4
HUDSPETH	4,298	A-11
HUNT	42,731	F-11
HUTCHINSON	31,580	B-4
IRION	1,590	I-4
JACK	7,765	F-8
JACKSON	12,914	L-10
JASPER	20,049	I-14
JEFF DAVIS	2,090	C-11
JEFFERSON	195,083	K-14
JIM HOGG	5,398	O-8
JIM WELLS	27,991	N-8
JOHNSON	31,390	G-9
JONES	22,147	O-6
KARNES	17,198	L-9
KAUFMAN	31,170	G-11
KENDALL	6,423	K-8
KENDRY	630	C-8
KENT	2,248	F-4
KERR	14,022	K-6
KIMBLE	4,410	J-6
KING	870	E-6
KINNEY	2,668	K-5
KLEBERG	21,991	N-9
KNOW	10,082	E-6
LAMAR	43,033	E-11
LAMB	20,015	E-3
LAMPASAS	9,929	I-8
LA SALLE	7,485	M-7
LAVACA	22,359	K-10
LEE	10,144	J-10
LEON	12,024	J-11
LIME STONE	26,725	J-13
LIPSCOMB	3,658	B-6
LIVE OAK	9,054	M-8
LLANO	5,377	J-8
LOVING	227	H-1
LUBBOCK	101,048	E-4
LYNN	11,030	F-4
MC CULLOCH	11,701	I-7
MC LENNAN	130,194	I-10
MC MULLEN	1,187	M-8
MADISON	7,996	I-11
MARION	10,132	G-13
MARTIN	5,541	G-3
MASON	4,945	J-7
MATAGORDA	21,566	L-11
MAVERICK	12,292	L-10
MEDINA	17,013	K-7
MENARD	4,175	F-6
MIDLAND	25,765	H-3
MILAM	23,681	J-10
MILLS	5,999	I-8
MITCHELL	14,367	G-5
MONTAGUE	17,070	E-9
MONTGOMERY	24,604	J-12
MOORE	13,349	B-4
MORRIS	4,433	F-13
MOTLEY	3,983	E-5
NAACOGDOCHES	30,326	H-13
NAVARRO	39,614	H-11
NEWTON	10,835	I-14
NOLAN	19,808	G-5
NUECES	165,471	N-9
OCILTREE	6,024	B-8
OLDHAM	1,677	C-3
ORANGE	40,567	I-14
PALCO PINTO	17,154	G-8
PALO PINTO	10,250	G-10
PARKER	21,828	G-9
PARMER	5,797	C-2
PECOS	5,935	I-2
POK	16,184	I-12
POTTER	4,736	C-4
PRESIDIO	2,884	C-11
RANS	4,966	O-11
RANDALL	13,774	C-4
REAGAN	3,127	J-4
REAL	2,475	H-6
RED RIVER	21,861	E-12
REEVES	11,746	H-1
REFUGIO	10,113	M-10
ROBERTS	1,071	H-6
ROBERTSON	19,908	I-10
ROCKWALL	6,156	G-11
RUNNELS	16,771	H-6
RUSK	42,348	G-13
SABINE	8,664	I-14
SAN AUGUSTINE	9,197	I-15
SAN JACINTO	7,172	J-12
SAN PATRICK	36,842	N-9
SAN SABA	8,664	E-7
SCHLEICHER	2,892	I-5
SCURRY	22,775	G-13
SHACKELFORD	5,503	G-7
SHELBY	23,479	H-5
SHERMAN	2,443	B-12
SMITH	74,701	G-4
SOMERVELL	2,542	H-9
STARR	13,948	O-7
STEPHENS	10,597	G-7
STERLING	1,282	H-5
STONEWALL	3,679	F-6
SUTTON	7,746	J-5
SWISHER	8,249	D-4
TARRANT	381,253	O-9
TAYLOR	63,370	O-6
TERRELL	3,189	J-3
TERRY	13,107	F-9
THROCKMORTON	3,518	F-7
TITUS	17,302	F-12
TOM GREEN	58,929	H-5
TRANS	160,980	J-9
TRINITY	10,040	I-12
TYLER	11,292	I-13
UPSHUR	20,822	G-12
UPTON	5,307	H-3
VAL VERDE	16,031	K-6
VAL VERDE	16,031	J-4
VAN ZANDT	22,593	G-11
VICTORIA	31,241	L-10
WALKER	20,163	I-12
WALLER	11,961	K-11
WARD	13,346	H-2
WASHINGTON	20,542	J-11
WEBB	56,141	M-8
WICHITA	38,077	M-10
WHEELER	10,317	C-6
WICHITA	98,493	E-7
WILLACRY	20,552	F-7
WILLIAMSON	38,853	J-9
WILSON	14,672	L-8
WINKLER	10,064	H-2
WISE	16,141	F-9
WOOD	21,308	O-12
YOAKUM	4,335	F-2
YOUNG	16,810	F-8
ZAPATA	4,405	O-7
ZAVALA	11,201	L-6

MITCHELL	14,367	G-5	SOMERVELL	2,542	H-9
MONTAGUE	17,070	E-9	STARR	13,948	O-7
MONTGOMERY	24,604	J-12	STEPHENS	10,597	G-7
MOORE	13,349	B-4	STERLING	1,282	H-5
MORRIS	4,433	F-13	STONEWALL	3,679	F-6
MOTLEY	3,983	E-5	SUTTON	7,746	J-5
NAACOGDOCHES	30,326	H-13	SWISHER	8,249	D-4
NAVARRO	39,614	H-11	TARRANT	381,253	O-9
NEWTON	10,835	I-14	TAYLOR	63,370	O-6
NOLAN	19,808	G-5	TERRELL	3,189	J-3
NUECES	165,471	N-9	TERRY	13,107	F-9
OCILTREE	6,024	B-8	THROCKMORTON	3,518	F-7
OLDHAM	1,677	C-3	TITUS	17,302	F-12
ORANGE	40,567	I-14	TOM GREEN	58,929	H-5
PALCO PINTO	17,154	G-8	TRANS	160,980	J-9
PALO PINTO	10,250	G-10	TRINITY	10,040	I-12
PARKER	21,828	G-9	TYLER	11,292	I-13
PARMER	5,797	C-2	UPSHUR	20,822	G-12
PECOS	5,935	I-2	UPTON	5,307	H-3
POK	16,184	I-12	VAL VERDE	16,031	K-6
POTTER	4,736	C-4	VAL VERDE	16,031	J-4
PRESIDIO	2,884	C-11	VAN ZANDT	22,593	G-11
RANS	4,966	O-11	VICTORIA	31,241	L-10
RANDALL	13,774	C-4	WALKER	20,163	I-12
REAGAN	3,127	J-4	WALLER	11,961	K-11
REAL	2,475	H-6	WARD	13,346	H-2
RED RIVER	21,861	E-12	WASHINGTON	20,542	J-11
REEVES	11,746	H-1	WEBB	56,141	M-8
REFUGIO	10,113	M-10	WICHITA	38,077	M-10
ROBERTS	1,071	H-6	WHEELER	10,317	C-6
ROBERTSON	19,908	I-10	WICHITA	98,493	E-7
ROCKWALL	6,156	G-11	WILLACRY	20,552	F-7
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SAN AUGUSTINE	9,197	I-15	WISE	16,141	F-9
SAN JACINTO	7,172	J-12	WOOD	21,308	O-12
SAN PATRICK	36,842	N-9	YOAKUM	4,335	F-2
SAN SABA	8,664	E-7	YOUNG	16,810	F-8
SCHLEICHER	2,892	I-5	ZAPATA	4,405	O-7
SCURRY	22,775	G-13	ZAVALA	11,201	L-6
SHACKELFORD	5,503	G-7			
SHELBY	23,479	H-5			
SHERMAN	2,443	B-12			
SMITH	74,701	G-4			
			TOTAL	7,711,194	