

UNIVERSITY OF CHICAGO

5720 Woodlawn Avenue, Chicago, Illinois 60637

PLaza 2-6444 Area Code 312

PETER H. ROSSI, Director

RICHARD D. JAFFE, Assistant Director

PAUL B. SHEATSLEY, Survey Research Service Director

April 27, 1966

Mr. and Mrs. Kenneth Montgomery
875 Bridalwood
Northbrook, Illinois

Dear Mr. and Mrs. Montgomery:

Mr. Sanford Gottlieb of SANE suggested that I write to you concerning research which we would like to undertake concerning public opinion on the current Viet Nam issues.

You may have noticed the press reports which appeared around March 15 concerning a survey which we undertook cooperatively with several political scientists at Stanford. I am enclosing some of the press clippings and a copy of the rather long press release which we issued on the survey.

The survey achieved a considerable amount of attention in Washington, particularly since it showed that the American population--contrary to the public opinion polls which the President judiciously leaked to the press--was in acceptance of many more of the peaceful alternatives. Particularly important was the solid majority behind the notion of opening negotiations with the Viet Cong. We are convinced that our poll helped considerably to open the debate on the Viet Nam war by showing to the critics of administration policy that they had much more backing from the public than had up to that time been revealed.

We would like to conduct another poll sometime in June or July. There are two main reasons for doing so: First, events have occurred which should further shift public opinion in the direction of acceptance of greater compromise in negotiating a settlement in Viet Nam. Secondly, the impact of the wider "debate" should also have the same effect. We think it is important that those public officials and leading public figures who have questioned American foreign policy should know that large proportions of the American public both attend to what they say and support their positions.

I am writing you in the hope that you might feel this enterprise worthwhile enough to provide some financial support. Our first poll was financed by collecting more

than \$5,000 in small amounts from members of the academic communities in the Bay Area, as well as an allocation of funds from NORC's small amount of free research funds. I have been assured of \$3,000 from the Stern Family Fund of New York, but we need at least \$7,000 more. If we can raise more than that amount, I would like to interview some of the same people we interviewed in March to pinpoint the nature of opinion change more specifically.

Although it would be easier to have someone donate all the funds we need in one lump sum, we would prefer to have a number of donors in order that the sponsorship of the study be spread among a number of sources. We would like the survey to be as free as possible of the charge that it is the creature of any one particular sponsor.

My hope is that you will find this proposal a worthwhile endeavor. In any event, I will try to call you in a few days to learn your reaction.

Sincerely,



Peter H. Rossi
Director

PHR:hm

P. S. NORC is a non-profit affiliate of the University of Chicago engaged in social research under foundation and government grants. I think you can find that we have a fairly high reputation in the field of sample surveys.