

March 4, 1955

SHIFTS IN THE VOTE OF EDUCATIONAL LEVELS, 1948-1952 AND FACTORS IMPORTANT TO THREE LEVELS OF EDUCATION IN 1952

I. SUMMARY

Statement of Problem: A. What educational level shifted its vote most ~~in 1952~~ from 1948 to 1952?
 B. What difference does ~~political~~ party affiliations of parents make on the votes of different educational levels.
 C. What major factors did the three general educational levels respond to in the campaign of 1952?
 (Circled around B and C)

Report of Findings: A. College-educated people shifted to Eisenhower more than high-school and grade school people in 1952.
 B. While the younger ~~and~~ and second-generation voters were ~~less~~ Republican than the older and third generation of more people, those with higher educational levels in both groups were more (over)

Reference: Refer for further information and findings to reports of January 31, 1955, entitled "Education Related to the Party Vote," and February 25, 1955, entitled "The Political Behavior of Educational Levels"

II. DETAILED REPORT OF FINDINGS

1. The largest proportional shift in the vote between 1948 and 1952 was a 32% shift of the Truman vote to Eisenhower among college educated people.

	Shifts in the Presidential Vote (percentages)			No. cases
	Tru-Stev	T-Eis	I-NonVoting	
a. Grade School Education	60	23	7	214 (Tru, 1948)
High School Education	61	25	8	233 "
College Education	51	32	2	47 "
b.	Dewey-Stev	D-Eis	D-NonVoting	
GS	4	77	7	110 (Dewey, 1948)
HS	3	87	5	211 "
College	4	87	4	102 "

c.		NonVoting - Steve	NV-Eis	NV-NV	
	GS	16	28	47	58 (Non-voters who had a "reason" for not-voting) 56" 8 "
	HS	21	34	25	
	College	13	50	26	

2. Americans of first and second generation, in all or part, ~~were~~ less Republican in 1952 than others, but maintained the same ^{positive} relationship between education and Republicanism.

	Both Parents Born in USA % Rep. of 2 party vote, 1952	One or Both Parents Born Abroad % Rep. of 2 party vote, 1952
Grade School Education	54%	46
High School Education	60%	52
College Education	76	64

3. Younger Americans ~~were~~ less Republican ^{in 1952} than older Americans, but maintained the same ^{positive} relationship between education and Republicanism.

	Age 40 or younger in 1952 % Rep. of 2 party vote	Age Over 40 in 1952 % Rep. of 2 party vote
Grade School Education	48	52
High School Education	50	66
College Education	70	77