

Gallups galore

In 1972, Random House published all of the Gallup Poll results, from the founding of the Gallup Poll in 1935 through the end of 1971. In more than 7,000 separate reports and three mammoth volumes, the reader can wade through the changing tides of public opinion. This record is indeed a palimpsest of American social history. Here is a small sampling of the polls.

THE BUDGET February 1936
Do you think it necessary at this time to balance the budget and start reducing the national debt?

Yes 70% No 30%

WOMEN AND WORK November 1936
Should a married woman earn money if she has a husband capable of supporting her?

Yes 18% No 82%

PROTESTANT CHURCHES March 1937
It has been suggested that all Protestant Churches in the United States combine into one Church. Do you think it would be a good thing?

Yes 44% No 56%

By Sects	Yes	No
Northern Baptist	47%	53%
Southern Baptist	25%	75%
Methodist	43%	57%
Lutheran	33%	67%
Presbyterian	48%	52%
Episcopal	40%	60%
Congregational	65%	35%
Reformed	52%	48%
Others	59%	41%

A WOMAN PRESIDENT August 1937
Would you vote for a woman for President, if she qualified in every other respect?

Yes 34% No 66%

AGRICULTURE December 1937
Farmers were asked: Secretary Wallace has a schedule of what he considers fair prices for farm products. What do you consider a fair price for the following?

	Median average
Wheat, per bushel	\$1.00
Corn, per bushel	.75
Cotton, per pound	.14
Hogs, per hundredweight	8.25
Tobacco, per pound	.24

PISTOL REGISTRATION May 1938
Do you think all owners of pistols and revolvers should be required to register with the Government?

Yes 84% No 16%

GONE WITH THE WIND February 1939
Asked of those who intend to see the film: Would you rather see the film come out in color or in black and white?

Color	57%
Black and white	21%
No difference	22%

TELEVISION April 1939
At present, are you interested in purchasing a home television set?

Yes 13% No 87%

SUMMER FASHIONS July 1939
Do you think it is indecent for women to wear shorts for street wear?

Yes 63% No 37%

FARM POLICY March 1940
Asked of farmers: Considering costs of production, do you think the price for your chief cash crop is fair?

Yes 36% No 64%

By Crop	Yes	No
Wheat	25%	75%
Corn	45%	55%
Cotton	11%	89%
Tobacco	32%	68%

ELEANOR ROOSEVELT March 1940
Do you approve or disapprove of the way Mrs. Roosevelt has conducted herself as First Lady?

Approve 68% Disapprove 32%

By Income	Approve	Disapprove
Upper	56%	44%
Middle	68%	32%
Lower	75%	25%

CANCER April 1940

In your opinion, which of the following is the most serious public health problem — tuberculosis, syphilis, cancer, or infantile paralysis?

Syphilis	46%
Cancer	29%
Tuberculosis	16%
Infantile paralysis	9%

What do you think causes cancer?

The following are listed according to frequency of mention:

- Bruises, injuries, constant irritation of body tissues and tumors
- Hereditary tendencies
- Poor diet
- Moles and warts
- Liquor
- Smoking
- Frequent childbearing
- Constipation
- Mental distress
- Wrong functioning of glands
- Neglected teeth

EQUAL PAY FOR WOMEN February 1942

If women replace men in industry should they be paid the same wages as men?

Yes 78% No 14% Undecided 8%

PROHIBITION February 1942

If the question of national prohibition should come up again, would you vote for prohibition or against it? Of those who expressed an opinion:

For 36% Against 64%

NAME FOR WORLD WAR April 1942

President Roosevelt has asked the public to think up a good name to call the present war. What would you suggest?

By and large most of the country thinks the war should be called "World War II" or "Second World War."

Here are a few names that have been suggested : Which do you like best?

War of World Freedom	26%
War of Freedom	14%
War of Liberty	13%

Anti-Dictator War	11%
War for Humanity	9%
Survival War	7%
The People's War	6%
Anti-Nazi War	5%
Total War	5%
War of Liberation	4%

FARM UNIONS May 1942

Asked of farmers: John L. Lewis is planning to organize the dairy farmers of the country into a branch of the C.I.O. union. Do you favor or oppose this movement to organize farmers into labor unions?

Favor 11% Oppose 70% Undecided 19%

FARM MACHINERY February 1943

Farmers were asked: As one way to keep production up, it has been suggested that farmers with tractors, harvesters, and other machinery loan out this machinery to neighboring farms if convenient. Would you favor or oppose such a program?

Favor 45% Oppose 48% Undecided 7%

SOCIAL SECURITY August 1943

At present farmers, domestic servants, Government employees, and professional persons are not included under Social Security. Do you think the Social Security program should be changed to include these groups?

Yes 64% No 19% Undecided 17%

NATIONAL ANTHEM July 1947

Will you tell me the name of the song that is our national anthem?

"Star Spangled Banner"	31%
"God Bless America"	31%
"My Country 'tis of Thee"	18%
"America the Beautiful"	13%
"Columbia"	5%
Don't know	2%

NAZI REVIVAL March 1953

Do you think there is or is not much chance that the Nazis will again become powerful in Germany?

Yes, much chance	30%
Not much chance	56%
No opinion	14%

COMMUNISM IN CHURCHES April 1953

Do you think there is a need for a congressional investigation of communism in our churches?

Yes 36% No 52% No opinion 12%

OATH OF ALLEGIANCE May 1953

It has been suggested that the words "under God" should be added to the Oath of Allegiance to the flag so that it would read: I pledge allegiance to the flag of the United States of America and to the republic for which it stands, one nation "under God," indivisible, with liberty and justice for all. Would you favor or oppose this change?

Favor	69%
Oppose	21%
No opinion	10%

DEFENSE BUDGET July 1953

Do you agree, in the main, with those people who say the defense budget has been cut so much that the nation's safety is threatened — or with those people who say only waste and extravagance have been cut out of the budget?

Safety threatened	17%
Waste, extravagances cut	55%
No opinion	28%

DIVORCE LAWS March 1954

Do you think a divorce given in states such as Nevada and Florida should be recognized in all other states?

Should be	48%
Should not	40%
No opinion	12%

CIGARETTE SMOKING June 1954

Do you happen to smoke cigarettes now?

	Yes	No
Men	57%	43%
Women	32%	68%

PUNISHMENT OF CHILDREN

November 1954

Looking back to when you were a teenager yourself, what kinds of punishment seemed to work best on children your age who refused to behave? (Some people gave more than one answer.)

Whipping	40%
Taking away privileges	25%
Being kept at home	11%
Given a "good talking to"	8%
Made to sit in a corner, sent to their rooms	3%
Others	12%
No opinion	8%
	107%

SCHOOL INTEGRATION July 1959

The United States Supreme Court has ruled that racial segregation in the public schools is illegal. This

means that all children, no matter what their race, must be allowed to go to the same schools. Do you approve or disapprove of this decision?

Approve	59%
Disapprove	35%
No opinion	6%

BIRTH CONTROL February 1960

In some places in the United States it is not legal to supply birth control information. How do you feel about this — do you think birth control information should be available to anyone who wants it, or not?

Should be available	72%
Should not be available	14%
No opinion	14%

SPORTS January 1961

What is your favorite sport to watch?

	Men	Women
Baseball	41%	27%
Football	27%	16%
Basketball	6%	12%
Bowling	1%	8%
Wrestling	3%	6%
Boxing	4%	2%
Other	9%	12%
No opinion	9%	17%

CIVIL RIGHTS MARCH August 1963

Those who followed the civil rights march on Washington were asked: What are your feelings about this rally?

Favorable	22%
Unfavorable	63%
No opinion	15%

Among the 63% who disapprove of the rally, 8% predict violence and 17% volunteered that "it won't accomplish anything."

VIETNAM May 1964

Have you given any attention to developments in South Vietnam?

Yes	37%
Little or none	63%

BEATLE HAIRCUT October 1965

As you know, many boys today wear their hair very long. Do you think the schools should require boys to keep their hair cut short?

Should	80%
Should not	17%
No opinion	3%

FASHION June 1967

Would you object to a daughter of yours wearing a miniskirt?

Yes 70% No 30%

AUTOMOBILE DRIVERS September 1967

In three or four European countries, a person who drives a car after having more than one drink of alcoholic beverages is sent to jail. Would you like to see such a law in this country?

Yes 44% No 52% No opinion 4%

IDEAL PLACE TO LIVE February 1970

If you could live anywhere in the United States that you wanted to, would you prefer a city, suburban area, small town, or farm?

City	18%
Suburban	26%
Small town	31%
Farm	24%
No opinion	1%

SEXUAL EQUALITY August 1970

If your party nominated a woman to run for Congress from your district, would you vote for her if she were qualified for the job?

Yes 84% No 13% No opinion 3%

CHANGE IN AMERICA January 1971

Asked of college students: How do you think change in America is likely to occur during the next 25 years — through relatively peaceful means or through a revolution?

Peaceful means	50%
Revolution	42%
No opinion	8%

CATHOLIC CHURCH April 1971

Asked of Catholic priests: Do you agree or disagree with the Catholic Church's ban on the use of artificial methods of birth control?

Agree 52% Disagree 41% No opinion 7%

Asked of Catholic priests: Have you, yourself, ever counseled a person to use artificial methods of birth control?

Yes 31% No 58% No opinion 11%

DEFENSE SPENDING April 1971

There is much discussion as to the amount of money the Government in Washington should spend for national defense and military purposes. How do you feel about this -- do you think we are spending too little, too much, or about the right amount?

Too little	11%
Too much	50%
About right	31%
No opinion	8%

LIFE ON OTHER PLANETS AND RELIGIOUS BELIEFS June 1971

Do you believe that some kind of human life exists on other planets in the total universe? Out of those who expressed an opinion:

Yes 53% No 47%

Which of these statements comes closest to your religious beliefs?

There is a personal God	40%
There is some kind of spirit or vital force in the world	37%
I am not sure there is a God or vital force	9%
I am sure there is no God or vital force	11%
No response	3%

Do you believe in life after death?

Yes 53% No 33% No opinion 14%

WAR July 1971

Some people feel that war is an outmoded way of settling differences between nations. Others feel that wars are sometimes necessary to settle differences. With which point of view do you agree?

Outmoded	46%
Sometimes necessary	43%
No opinion	11%

METRIC SYSTEM October 1971

Do you know what the metric system is?

Yes 44% No 56%

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