THE IOWA POLL

The following pages contain the weekly releases of the state-wide IOWA POLL, a public opinion survey which was founded by the Des Moines Register and Tribune in December 1943 and has been in continuous operation, measuring the opinion of adult Iowans on major topics of the day.

Releases shown here are the complete published results for 1960, 1961 and 1962, all appearing either in the Des Moines Sunday Register or the Des Moines Daily Register. It is planned to release a similar book for future years to maintain a continuous record of published polls.

Information in these releases can be reprinted or quoted, with the following source: "The Iowa Poll of the Des Moines Register and Tribune".

Releases are shown in chronological order and are indexed by subject matter. The date of the release is usually within eight weeks or less from the date of the actual field work.

The lowa Poll is based on 600 personal interviews with lowans 21 years of age and older living in cities, towns and on farms throughout the state. Since 1961, the poll has been based on a probability sample. Prior to 1961, a quota sample was used.

This report has been compiled in response to numerous requests for lowa Poll background information. The report is available in very limited quantities. If you find this useful and helpful, we would appreciate a word from you as guidance in the future distribution of these reports.

Glenn H. Roberts Director of Research and THE IOWA POLL

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