

THE IOWA POLL
Des Moines Register And Tribune
Des Moines, Iowa

Thesis Course
Journalism 60A
Adviser: Dr. Charles H. Sandage

Glenn H. Roberts
School of Journalism
University of Illinois

TABLE OF CONTENTS

Page

PART I

CONTRIBUTION TO A NEWSPAPER

1

Public Service..... 1

Promotional Prestige..... 7

Promotional Advertising..... 14

Aid to Advertising Departments..... 18

Special Feature Releases..... 21

PART II

FOUNDING THE IOWA POLL

24

Setting Up The Cross Section..... 25

PART III

OPERATING THE POLL

37

Getting Out The Ballot..... 39

Size of The Sample..... 48

The Field Staff..... 50

Interviewing Problems..... 56

Tabulating The Results..... 59

Editing The Iowa Poll..... 65

Forecasting Elections..... 69

CONCLUSION

72

INTRODUCTION

After a decade of successful operation on a national scale, modern, scientific methods of measuring public opinion invaded the state and local territories about seven years ago. Since that time, about ten state and local polls have been organized in the United States, indicating, to a degree, that this new approach to public opinion measurement is rapidly finding an important place in American journalism.

Some indication of the growing interest in state and local polls among publishers and editors was brought out clearly by the large attendance at the American Institute of Public Opinion's conference on state and local polls December 2-6, 1946, at Princeton University. More than thirty editors and publishers of newspapers from all parts of the nation attended this conference to gain more information about state and local polls in the event they might want to organize such a poll in their own particular localities.

In addition, The Iowa Poll has received numerous requests for information about the operation of a state poll. Being the first state-wide poll sponsored by a single newspaper, the Des Moines Register and Tribune, The Iowa Poll has faced many of the problems in operating a poll under this setup and has built up a backlog of information concerning these operations.

The Iowa Poll has been a valuable asset to this newspaper in terms of public service, state and national prestige, and promotion of advertising.

Composing the pages of this report, I have drawn solely from the experiences of The Iowa Poll and have tried to set down the

benefits and problems of a state poll in the hope that persons interested in starting a state or local poll might have a clearer picture of what lies ahead.

This paper was not meant to be of scientific significance, and it certainly has not turned out to be that. That phase of public opinion polls has been covered adequately by the educators in public opinion who have written many fine books on the subject. I have simply set down in "plain talk" the experiences which have faced The Iowa Poll and I think will be beneficial to others in this field of state and local polls.

There are several persons who have been instrumental in compiling this report. Henry J. Kroeger, General Manager of The Iowa Poll, gave valuable assistance, particularly the section about "election forecasts".

I am very grateful to the Register and Tribune Company, which placed the material from the files of The Iowa Poll at my disposal. The Iowa Poll office staff was of great help as was Dr. Norman C. Meier, professor of psychology at the State University of Iowa and the technical adviser of The Iowa Poll.

Glenn H. Roberts
September 13, 1947
Des Moines, Iowa

FART I

CONTRIBUTION TO A NEWSPAPER

PART I

CONTRIBUTION TO A NEWSPAPER

The Iowa Poll's contribution to the Des Moines Register and Tribune falls into five categories: (1) Public Service (2) Promotional Prestige (3) Promotional Advertising (4) Aid to Advertising departments (5) Special Feature Releases.

Public Service. This is the most important function of The Iowa Poll. It was founded as a public service, and most of its activity is pointed toward that goal. The Iowa Poll serves the people of Iowa in several ways. Through the poll, a representative cross section of voters in the state express their opinions on important issues of the day. In turn, a regular Iowa Poll release, published each week as a regular feature in the Des Moines Sunday Register, places this information before the public so they may know what their fellow Iowans are thinking on important problems of the day.

Issues of local and national significance are brought before the Iowa bar of opinion. More than 150 general subjects have been covered by The Iowa Poll, which have included topics anywhere from the atomic bomb to women's hair styles.¹ The weekly releases are written in a straight, factual style, aimed at placing the issues squarely before the public and reporting how Iowans voted on them. As a general rule, any conclusions and interpretations of these results are left to the readers.

Aside from the regular Iowa Poll features, a special public opinion poll is conducted for Iowa farmers only. Each month, field reporters for The Iowa Poll interview a representative cross section of Iowa farmers. This poll covers problems and issues of particular interest to the farm group.² Results of The Iowa Farm Poll are pub-

¹ See appendix for general subjects covered by The Iowa Poll.

² See appendix for farm subjects covered by The Iowa Farm Poll.

Figure 1. (Typical Iowa Poll release)

64% of Iowans Would Ban Strikes in Certain Industries

A strong majority of Iowans (64 per cent) favor forbidding strikes in such industries as telephone companies, electricity and gas, streetcars and railroads, THE IOWA POLL discloses.

There is little evidence that the recent telephone strike influenced this feeling. At least, most Iowans who would forbid strikes in certain industries said they were of this opinion before the telephone tieup.

Despite Iowans' strong attitude against strikes, almost half of them have paid no attention to labor legis-

IOWA POLL

lation enacted recently by the Iowa legislature. About one out of four approve of the labor laws passed, while about one out of eight disapprove.

Feelings Divided.

Iowans sympathize about equally with the telephone company and the workers. They also distribute the blame for the strike about equally among the telephone company, union leaders and workers. About half are undecided who is to blame for the strike.

Field reporters for The Iowa Poll asked a representative cross section of Iowans the following question:

"Do you think congress should pass laws forbidding strikes in certain industries such as electricity and gas, railroads, streetcars and telephone companies?"

	Total	City	Town	Farm
Yes	47%	46%	51%	45%
No	24	30	19	18
Forbid all strikes in all industries ..	17	14	18	22
No opinion ..	12	10	12	15

About nine out of ten of those who favor banning strikes in certain industries say they have always felt this way. About one out of ten say the telephone strike caused them to feel this way now.

In June, 1946, better than 60 per cent of Iowans favored passing laws which would forbid strikes in industries vital to the public welfare. Telephone industries, electric and gas, streetcars and railroads were among the industries in which Iowans approved outlawing strikes.

The Iowa Legislature recently passed numerous laws affecting labor

activities. Iowans show their sentiments toward this legislation through the following:

"Do you approve or disapprove of the labor laws passed by our Iowa Legislature, or haven't you paid enough attention to say?"

	Total	City	Town	Farm
Approve	26%	31%	21%	24%
Disapprove ..	13	19	10	6
No attention	46	37	52	53
Undecided ...	15	13	17	17

Among Iowa labor union members interviewed, about six out of ten disapprove of the labor laws passed by the Iowa Legislature. About one out of ten approves of these laws.

The large "no attention" group reported in the above question is in line with large "no attention" results also recorded recently by The Minnesota Poll when it asked a question regarding labor proposals in the U. S. Senate by Minnesota's own Senator Ball.

Iowa's sympathy in the recent strike is shown through the following question:

"In the telephone strike, which side do you sympathize with more, the telephone company or the workers?"

	Total	City	Town	Farm
Telephone company ..	30%	32%	26%	31%
Workers	31	35	33	23
No opinion ..	39	33	41	46

Among Iowa labor union members interviewed, more than five out of 10 sympathize with the workers, while about two out of 10 sympathize with the telephone company.

Through the following question, Iowans name who they think is to blame for not settling the strike sooner:

"Who would you say is most to blame for the telephone strike not being settled sooner?"

	Total	City	Town	Farm
Union leaders	17%	20%	17%	12%
Telephone company ..	15	21	15	8
Workers	13	9	14	19
Company and workers ...	6	5	7	6
Government ..	1	1	1	1
Undecided ...	48	44	46	54

Figure 2. (Typical Iowa Farm Poll release)

Believe Government Could Avert Floods

IOWA farmers, many of whose fields suffered the worst flood damage in more than a century, believe an effective government program could have prevented these floods and the resulting soil erosion.

A recent survey by THE IOWA POLL shows that eight out of 10 Iowa farmers interviewed are of this belief.

More than six out of 10 farmers favor combining the AAA soil conservation program and the soil conservation service program.

A similar majority of Iowa farmers believes county AAA offices should remain in operation to handle corn loans, crop insurance and other farm programs.



A publicly operated school lunch program would have overwhelming support from the farmers. Almost eight of every 10 interviewed favor such a plan.

FIELD reporters for The Iowa Poll asked a representative cross section of Iowa farmers the following questions:

"Do you feel that a government program could be set up that would be effective in preventing soil erosion and floods such as happened in Iowa this spring?"

Yes	82%
No	5
Don't know	13

The second question read:

"Some people recommend combining the present AAA (triple A) soil conservation program and the soil conservation service program, saying that the merger would mean better service at lower cost. Do you favor combining these two programs?"

Yes	66%
No	16
No opinion	18

Through the following question, Iowa farmers give their vote of confidence in the Iowa AAA offices:

"Do you believe that the county AAA (triple A) offices should be kept going to handle the corn loan, crop insurance and other farm programs?"

Yes	61%
No	24
Undecided	15

The same representative cross section of Iowa farmers was asked the following questions:

"Do you favor a publicly operated school lunch pro-

STRONG ROOTS

HYBRID really dig

Roots in UNITED

for food. The 9-ft.

A UNITED

sound corn with "ft

all sections.

lished in the Iowa Farm and Home Register, a special section included in the Des Moines Sunday Register the first Sunday of each month.

In a role of public servant, The Iowa Poll often finds itself in a position to help community and state organizations. In these cases and by its own initiative, The Iowa Poll has helped to solve many problems.

For example, in the fall of 1946, The Iowa Society for Crippled Children and Disabled needed to know about how many badly crippled children were living in the state. They contacted The Iowa Poll, which gladly included the following question in the next poll:

"Do you happen to be personally acquainted with any child so badly crippled that the child is not able to go to school?"

The answers were:

	<u>TOTAL</u>	<u>CITY</u>	<u>TOWN</u>	<u>FARM</u>	<u>MEN</u>	<u>WOMEN</u>
Yes	11	8	14	12	10	14
No	89	92	86	88	90	86

To avoid the same child being named more than once, which might easily happen in smaller communities, interviewers asked their respondents to give the crippled child's family name. In this way, The Iowa Poll could eliminate duplications, and give The Iowa Society for Crippled Children and Disabled a rock-bottom figure. Although this information was never published, it served a useful purpose and built up good will for the Register and Tribune. The Iowa Poll does not charge anything for special services of this type.

The problem of parking meters came up before the Des Moines city council in 1946. The council debated whether or not to install parking meters in the downtown section. Before the council announced any action, The Iowa Poll took the issue to Des Moines automobile

owners who would be, after all, the ones using the new parking facilities. The following question was placed before a representative cross section of Des Moines automobile owners:

"Would you approve or disapprove of having parking meters in the downtown section of Des Moines?"

The answers were:

Approve.....	54%
Disapprove.....	21
No opinion.....	25
	<u>100%</u>

Some time later, the city council voted to install parking meters, and installation began during the latter part of 1947.

In September, 1944, The Iowa Poll asked a series of questions about the purchase of War Bonds and Stamps. From the results of these questions, The Iowa Poll revealed some of the important reasons why some people did not purchase War Bonds and Stamps. This information was forwarded to the War Bond Committee, and was considered valuable in making the Sixth War Loan Drive a success. The Iowa Poll received recognition from War Bond officials in Washington, D. C.

The Iowa Poll is constantly on the lookout for an opportunity to render public service. A unique situation presented itself in December, 1946. At that time, there was much speculation by businessmen and sports fans that Des Moines would have a professional baseball team in 1947 for the first time in ten years. However, there was a mixture of feeling as to whether or not Des Moines would support a professional baseball team. The Iowa Poll seized the opportunity and sent interview-

ers to all parts of the city. From a representative cross section of Des Moines men and women, there was a favorable response. The question was asked this way:

"Do you think it would be a good idea or a bad idea to have a professional minor league baseball team in Des Moines in 1947?"

The answers were:

	<u>MEN</u>	<u>WOMEN</u>
Good idea.....	88%	63%
Bad idea.....	1	0
Not interested in baseball.....	<u>11</u> 100%	<u>37</u> 100%

These results were published on the sports pages of the Des Moines Register and Tribune. The findings of The Iowa Poll apparently were helpful in obtaining a baseball team, as illustrated by the following excerpt from a news story published in Des Moines:

"Local business interests are trying to work out a plan for raising money for the construction of a ball park. The fact that The Iowa Poll showed that 88 per cent of the men in Des Moines favor a professional club here in 1947 has provided them with new incentive."

Des Moines got its baseball team in 1947 and played before a record-breaking crowd the first season it operated. To date, the Des Moines Cubs have played to well over 100,000 home fans in their new baseball park, which seems to confirm the results of The Iowa Poll.

Also in the role of public service, results of The Iowa Poll are made available to persons in public office. On some occasions, political leaders have used poll results as supporting material during debate on the floor of Congress. Earlier this year, Congressman Clifford

Hope of Kansas placed a complete Iowa Farm Poll release in the Congressional Record.¹

Promotional Prestige. The Des Moines Register and Tribune receives a certain amount of national recognition through The Iowa Poll. Besides being regarded as a leader in the state poll field, the newspaper gains additional promotion when The Iowa Poll is quoted by nationally syndicated columnists, the press services, and the radio.

For example, Columnist Marquis Childs, writing from Washington, D. C., wrote the following in support of keeping O. P. A. controls on in July, 1946:

"Whatever you may think of the popular-opinion polls, they are a measure, however exact, of the current tides of opinion. The other day Elmo Roper, whose polls have shown a remarkable degree of accuracy, pointed out a significant thing.

"Canvassing all the polls taken on the question of whether price control should or should not be kept, he showed that every poll without exception reported a large majority in favor of keeping controls.

"This was true of The Gallup Poll, of the National Opinion Research Center in Denver, and of such reliable local polls as those conducted by the Des Moines Register in Iowa and Minneapolis Tribune in Minnesota."

Thus, Childs column, appearing in hundreds of newspapers throughout the United States, gave the Register and Tribune a boost in national prestige.

The Associated Press has demonstrated, on occasions, that results of The Iowa Poll were of special significance by carrying some of the findings over its wires as news items.

1 June 4, 1947, Congressional Record.

The Register and Tribune has also received wide mention from Iowa Poll results broadcasted over the radio. For example, Wilson Wyatt, former national housing expediter, mentioned the newspaper in a coast-to-coast broadcast by the National Broadcasting Company in March, 1946. In part, here is what Mr. Wyatt said:

"The people of this country are solidly behind the veterans' emergency housing program.

"A recent Fortune (magazine) survey of public opinion showed that 63 per cent of the people want price ceilings kept on building materials. Seventy-five per cent of the people want these materials channeled into the low cost residential field by government action, and 80 per cent of the people want rent ceilings maintained.

"The Iowa Poll, just conducted by the Des Moines Sunday Register, disclosed that 72 per cent of the people of that state want price controls on homes already built; that 76 per cent want them on homes to be built; and that 70 per cent want them on building lots."

Sometimes The Iowa Poll includes questions which are of particular interest to special groups such as churches, insurance companies, schools, banks, real estate, sports, and newspapers.

After these reports are published as a regular feature in the Sunday Register, reprints of them are mailed to trade magazines and leaders in the respective fields covered by these polls. Trade magazines and others who request the information usually publish the results, giving the Register and Tribune valuable promotion. In many cases, this type of a survey renders a certain amount of public service, too. The Iowa Poll's report entitled "What Iowans Think About Religion", is a good example of the promotional value of this type of survey. (see Fig. 3)

Figure 3. (The Iowa Poll asked a series of questions about religion in April, 1947. These questions were the basis for the following booklet.)

WHAT
IOWANS
THINK
ABOUT
RELIGION

A REPORT BASED
ON A SURVEY BY
THE IOWA POLL
OF
THE DES MOINES REGISTER
AND TRIBUNE

Numerous requests for the use of this booklet as well as permission to reprint the results followed publication of the religious survey in the Sunday Register. Here is a typical request from an Iowa minister:

"In the Sunday Register, April 6, the poll dealt with certain religious questions, and the statement was made that the information with certain additional questions were to be printed in a booklet form and made available to religious leaders. Will you please place my name on the list to receive a copy?

"I am a subscriber, by mail, of the paper and enjoy it very much. I am quite anxious to receive this information. We appreciate the service you render in The Iowa Poll, for it does do a great deal of good, a very good way to crystallize the thinking of the people of the state."

Here is another example of the prestige value of The Iowa Poll as revealed in this letter from The International Council of Religious Education:

"After reading and studying the religious survey, I thought I must write to congratulate you on an excellent piece of work. We churchmen are always speculating about how many people go to church and don't go to church and what they think about religion. But we do not have very accurate information as to the real status of things. You have made a real contribution to our knowledge about the religious life and thinking of the people in your state. I wish much more of this thing could be done. The churches do not have the money, facilities or personnel to carry on extensive research, and we should be very grateful for whatever secular organizations can do for us along these lines. Thank you again."

A similar survey on newspapers (Fig. 4) created nation-wide comment as well as numerous requests for reprints of the survey. Editor and Publisher magazine reprinted the entire newspaper survey, giving it the lead position in the issue.

The Iowa Poll reaches another group of Iowans through a weekly mat service conducted by the Register and Tribune. Each week, a question which has not been used in the regular Iowa Poll release is written up into a three or four-paragraph release. This "little Iowa Poll" is then made into mat form and distributed free to any Iowa weekly newspapers which desire this service. The weekly mat service was recently discontinued, but should be resumed in the near future. (Fig. 5)

* * *

Figure 4. (The Iowa Poll surveyed Iowa's newspaper reading habits in June, 1947.)

Iowans Think Their Papers Try to Be Fair in the News

Most Iowans think the newspapers they read are attempting to print all sides of the news fairly, according to a survey by THE IOWA POLL.

Every week The Iowa Poll reports to newspaper readers what people are thinking on a variety of subjects. Last week it made a survey of what the readers think of the newspapers.

Cross Section.

To do so, it used the same type of scientific, representative cross section of the state's population which has

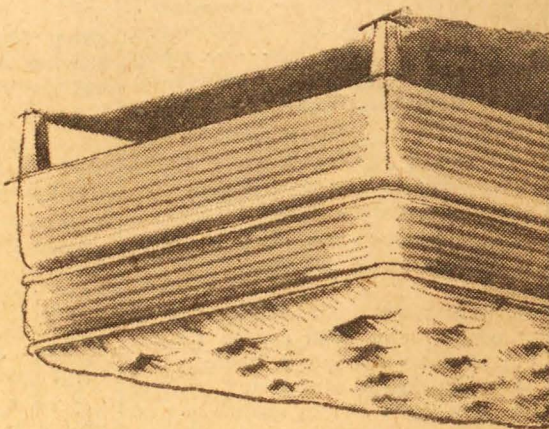


enabled it to forecast political elections successfully.

Entire newspaper	8	6	6	12
Society page	7	8	6	5
Columnists	6	5	6	7
Advertising	3	3	2	3
Business section	3	1	2	5
Feature articles	2	2	2	1
Household news	1	1	1	2
Farm news	1	1	2	2
Pictures	1	1	1	1
Indefinite	7	7	8	5

Iowa men get the greatest reading pleasure from general news, sports,

Make Your Own
Mattress, Box
Six legs included at this
tion Sale. Complete—\$



Mounted on Wheel
ALUMIN
Special
Lounge on the
a feather alun
minum is we
can follow th
Sailcloth cov

50-INCH VAT DYED PRINTS in ap-
pealing colonial and modern designs. Sun-
fast and washable. Now at Celebration
savings! Yard, special 96c

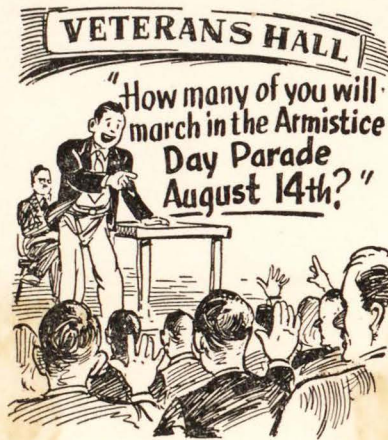
colors and trims. Many new prints added
to this collection, in the new, special 78c



Figure 5. (Typical release from The Iowa Poll weekly mat service.)

**Iowa Poll Weekly Mat Service . . .
for immediate release**

**Iowans Favor Aug. 14
As Armistice Day
Second World War**



A 65 per cent majority of Iowans favor Congress passing a law to make August 14 — the day the war ended — Armistice Day for the second world war, THE IOWA POLL finds.

Field reporters for The Iowa Poll asked a representative cross section of Iowans the following question:

"All fighting in this war stopped August 14th last year. Would you favor Congress passing a law making August 14th Armistice Day of the second world war?"

	Total	Men	Women
Yes	65%	66%	66%
No	22	22	21
No opinion	13	12	13

City voters show the strongest favor for enacting a law declaring August 14th Armistice Day.

(A special release furnished to Iowa newspapers by THE IOWA POLL of the Des Moines Register and Tribune.)

Promotional Advertising. From an advertising standpoint, The Iowa Poll has been useful in several ways. From the outset of the poll, promotional advertising has been one valuable by-product of the regular poll. In 1944 and 1945, the regular Iowa Poll release was condensed into about 10 inches each week and run as paid advertising in The New York Times, The New York Herald-Tribune, The Washington Post, and The Chicago Tribune. The advertisements carried several lines about the Register and Tribune and KRNT radio station, owned by the Cowles Broadcasting company. (Fig. 6)

This campaign carried through until 1946, when the condensed release was placed in the weekly news magazine Time as paid advertising. (Fig. 7) This campaign was aimed directly at the top executives in business and advertising. It was hoped that The Iowa Poll advertisement might be instrumental in guiding top executives to use the Register and Tribune as a medium in their national advertising campaigns.

From time to time, results of The Iowa Poll are also used in making up promotional ads which have appeared in trade magazines such as Editor and Publisher and Printer's Ink.

Each week, about 2,000 advance proofs of the poll are mailed to leaders in Iowa and the nation. This list includes business leaders, advertising and sales executives, doctors, educators, religious leaders, lawyers and political leaders throughout the United States. Recently this service has been discontinued, but should be resumed in the near future. (Fig. 8)

Figure 7. (Typical promotional advertisement which appeared in Time magazine.)

IOWA POLL

Suspect Russian Expansion

A 52 per cent majority of Iowans now believes the Soviet Union is trying to set herself up as the ruling power of the world rather than seeking protection against attack, the IOWA POLL of The Des Moines Sunday Register reveals.

This information was the result of the following question asked of a representative cross section of Iowans. The question: "Do you feel Russia is trying to build herself up to be the ruling power of the world or is Russia just building up protection against being attacked in another war?"

	Total	Men	Women
Ruling power	52%	54%	51%
Protection against attack	40	40	39
No opinion	8	6	10

As to the ability of the United Nations to reduce the chance of future wars, the same representative cross section groups thus:

	Today	March 1946	July 1945
Less chance	52%	46%	54%
No difference	36	39	29
More chance	7	8	3
No opinion	5	7	14

This is a six per cent increase of confidence over the 46 per cent in March.

Secretary of State James F. Byrnes is given a vote of approval by Iowans on his handling of our foreign affairs by a majority of those who have opinions. A total of 44 per cent consider him to be doing an excellent or good job while but four per cent rate his performance as poor. These ratings

Figure 8. (Advance proof of poll which is mailed to about 2,000 leaders throughout Iowa and the United States.)

ADVANCE PROOF

DES MOINES SUNDAY REGISTER

June 16, 1946

Iowans Rate Hoover As Doing The Best Job in Famine Relief

Herbert Hoover as honorary chairman of the famine emergency committee has caught the eye of 34 per cent of Iowans as doing the best job among officials involved in providing food for the starving in other countries.

Rated closely together below Hoover in a recent survey by THE IOWA POLL, are Fiorello La Guardia, UNRRA head; Clinton P. Anderson, secretary of agriculture, and Chester Bowles, stabilization director.



Chester Davis, who has received little publicity in comparison with the other food chiefs, gets little more than a nod of recognition among Iowans for his efforts as director of the famine emergency committee.

FORGET PERCENTAGES.

A majority of Iowans say they remember hearing or reading about the government drive to have people eat less bread, other grain foods, fats and food oils. However, they miss the boat completely when they try to name the amount of saving the government desires.

As to bread and other grain foods, 46 per cent name a saving of 10 to 20 per cent. But the government's announced goal is 40 per cent. The correct amount is named by only 4 per cent of Iowans.

Twenty-five per cent name 10 to 15 per cent as the government's desired saving of fats and food oils. Here, the government's goal is 20 per cent, which is named by only 11 per cent of Iowans.

Fifty-five per cent would give unqualified approval to a program of government rationing of cereals, fats and food oils if the government cannot meet its food export promises.

Fifty-seven per cent of Iowans gave unqualified approval to a return to food rationing in an April Iowa Poll survey.

expected to make, the following questions were asked:

"Do you remember hearing or reading how much less bread or other grain foods our government wants people to eat? If so, how much less?"

Amount of Saving	Total	Men	Women
10%	20%	22%	18%
20	26	26	27
30	12	13	10
40	4	4	4
Over 40	4	3	5
Don't remember ..	34	32	36

Iowans also were asked about fats and oils saving programs:

"Do you remember hearing or reading how much less fats and food oils our government wants people to eat? If so, how much less?"

Amount of Saving	Total	Men	Women
10%	15%	17%	14%
15	10	9	11
20	11	12	9
25	9	9	10
30	3	3	3
Over 30	5	3	6
Don't remember ..	47	47	47

While Iowans have not been made aware of the amount of food they are expected to save, they are willing to do something about it, even returning to rationing if necessary. They were asked:

"Would you favor a new program of government rationing of cereals, fats and food oils if we cannot deliver as much of these foods as our government promised for starving people in war-torn countries?"

	Today	April
Yes	55%	57%

Aid to Advertising Departments. Another useful by-product of The Iowa Poll is its market surveys which are conducted on the regular cross section of the state. Besides presenting Sunday Register subscribers with informative reading, these market surveys are extremely helpful to the advertising departments. Since these market surveys are based upon the regular cross section, the results give an accurate picture of the potential demand for certain products in Iowa.

Surveys on automobiles, home food freezers, electrical appliances, home furnishings, farm implements, and radios have been helpful in determining potential demand for these products in Iowa. By projecting the percentage results on the total number of Iowa families, The Iowa Poll has given advertising salesmen valuable information in terms of unit demand in Iowa. (Fig. 9)

It must be remembered that these results are published in the Des Moines Sunday Register and handled in the same way as the regular Iowa Poll feature.

On several occasions, the national advertising department has used market surveys by The Iowa Poll in formulating booklets which are mailed out to the various advertisers in the particular fields covered by the polls. (Fig. 10)

* * *

Figure 9. (Typical market survey release)

Reprint From
DES MOINES SUNDAY REGISTER
 March 16, 1947

About 176,000 Iowans Ready To Buy New Automobiles

About 176,000 Iowans are ready today to buy new passenger automobiles at a cost of about 245 million dollars, THE IOWA POLL finds.

The automobile industry expects to produce about 5 million units this year, barring any assembly line interruptions.

Of this estimated total, about 4 million units will be passenger cars and a million trucks. Iowa's estimated share for 1947 would probably run less than 100,000 passenger cars.

Iowa's biggest sale year for passenger automobiles was 1936, when 71,882 automobiles were purchased by Iowans.

The greatest demand for new passenger cars comes from Iowans who already own cars. Among those who are ready to buy today, about seven out of ten own cars.

Iowans owning late model cars (1940-47) show the strongest desire to buy new cars today.

Used Car

Among the group which is not ready to buy a new automobile today, about one out of ten would like to buy a used car. Farmers show the strongest desire to buy used cars, 16,000 indicating they want to buy a used car this year.

Iowans owning the older models (1928-37) show the greatest demand for used cars.

Field reporters for THE IOWA POLL asked a representative cross section of Iowans the following question:

"Will you buy a new passenger automobile this year, if you can get one?"

(Answers to the above question are projected on the 701,000 families in Iowa to give the approximate market for new cars.)

	Total	City
Yes	176,000	74,000
No	508,000	260,000
Undecided	17,000	9,000
	Town	Farm
Yes	34,000	68,000
No	118,000	130,000
Undecided	4,000	4,000

In an Iowa Poll survey a year ago, it was disclosed that the Iowa market for new passenger automobiles was 156,000 at a cost of about 195 million dollars.

Iowans who said "no, they are not ready to buy a new passenger car this

IOWA POLL

year" were asked the following question:

"Would you buy a used car?"

(Here again, percentages are projected to show the number of families interested in used cars.)

	Total	City
Yes	57,000	27,000
No	424,000	218,000
Undecided	28,000	15,000
	Town	Farm
Yes	14,000	16,000
No	98,000	108,000
Undecided	6,000	7,000

The same representative cross section of Iowans was asked the following question:

"Did you think last year that you might buy a new car but gave up the idea?"

	Total	City	Town	Farm
Yes	23%	19%	19%	30%
No	76	79	79	69
Don't remember	1	2	2	1

The 23 per cent of Iowans who planned on buying a new car last year gave up the idea for various reasons. Most of this group of potential buyers named "too hard to get" and "high prices" as important reasons why they changed their minds about buying an automobile last year.

Other reasons named by this group are "waiting for better cars", "other financial obligations", "repaired old car" and "bought used car".

Figure 10. (Market survey booklet compiled and distributed by the national advertising department of the Register and Tribune.)

The Iowa Market



A POST WAR MARKET ANALYSIS

in the

Special Feature Releases. The Iowa Poll is a constant source for Register and Tribune feature writers. From the light, human interest questions asked in the poll, feature writers create interesting articles which gain wide attention on the feature pages of the newspaper.

Most of these light questions originate from The Iowa Poll's office staff, but sometimes feature writers will suggest questions which they think will be interesting to Iowa readers. The questions range from very serious ones such as "What do you feel most thankful for this year?", asked in connection with Thanksgiving Day, to the lighter type such as "Fashion experts are getting women and girls dithery again, this time about cutting their hair shorter. Which would you like to see women do—cut their hair shorter, leave it as it is, let it grow longer, or don't you care?"

Other questions used by the feature department covered movies, housekeeping habits, sweater girls, and flying saucers. (Fig. 11)

The sports department is another department which benefits by special questions in The Iowa Poll. When issues arise involving sports personalities or sports in general, The Iowa Poll measures the opinions of Iowa's sports fans and publishes the results on the sports pages of the Register and Tribune as an extra feature. (Fig. 12)

The Iowa Poll has measured important sports issues such as "Negroes playing in major league baseball", "Germans and Japs participating in the next Olympic games", and "Bob Feller overworking his pitching arm".

Figure 11. (Feature article based upon a survey by The Iowa Poll.)

Iowa Poll Stirs Up the Dust Under the Rug

By Sterling Bemis.

A LOT of Iowa women feel pretty guilty about the way they keep house. However, they're fooling some of the men all the time. This indicates that a rug with dirt swept under it looks like any other rug to the master of the house.

Some rather startling conclusions may be drawn from results of an Iowa poll inspired by an editorial in The Des Moines Tribune. The editorial commented on an argument about whether federal money should be appropriated to teach war brides how to keep house.

The pollsters asked, among other things:

"Would you favor a girl being required to take a course in housekeeping while in school?"

"Yes!" said 81 per cent of the interviewed women, while only 69 per cent of the men considered such a course necessary.

Before you try to make anything out of those statistics, consider answers to the next question:

Mother in It.

"In general, do you think young women today are better housekeepers when they start housekeeping than their mothers were?"

Somehow more women than men seemed to take a stand on BOTH SIDES of the question. Like this:

	Men	Women
Yes	24%	29%
No	58	64
No opinion	18	7

Again note how modest modern housekeepers are. Also notice the

big proportion of hardy males (18 per cent) who won't talk. This may be a diplomatic ruse in cases where wives and mothers share the same household.

Only husbands, widowers or divorced men were asked this question:

"When you started housekeeping, was your wife already a good housekeeper, or did she have nearly everything to learn by experience?"

Twenty-nine per cent reared back and declared their wives had a lot to learn, but 66 per cent implied that the first biscuits would float. This proves nothing, however, since what bridegroom really has his mind on his biscuits?

Didn't Boast.

Wives, widows and divorcees, replying to a similar question, were not inclined to boast. Forty-six per cent thought they were good housekeepers at the start. Fifty per cent thought they had a lot to learn. Three per cent never kept house and one per cent, significantly, can't remember.

All these statistics, broken down in more detail in accompanying tables, point to a confusing state of affairs.

They may mean that women are better housekeepers than they think they are. Or they may show that men are:

2. Too gallant to criticize their wives.
- b. Too dazed by marital ties to know whether that's pepper in the soup, or dining-room dust.

Questions and Answers.

"Would you favor every girl being required to take a course in housekeeping while in school?"

	Total	City	Town	Farm	Men	Women
Yes	75%	74%	84%	72%	69%	81%
No	18	21	12	18	10	17

Figure 12. (Iowa Poll feature appearing on the sports pages)

Helped Blend Legendary

70 Per Cent O. K. Negro's Major League Chance

Iowans are strongly behind Negro Jackie Robinson in his debut with the Brooklyn Dodgers.

Results of THE IOWA POLL, taken before the publicized infielder was signed as the first of

IOWA POLL

his race in modern major league baseball, indicated 70 per cent of state backed the idea of Negroes in organized ball.

Of the representative men polled, 67 per cent answered "no" to the question: "Can you see anything wrong about Negroes playing on baseball teams in the major leagues?"

Only 24 per cent voiced an objection and nine per cent had no opinion.

The women were even more in favor of the former Montreal Royals' star.

Seventy-two per cent indorsed the idea, and just 15 per cent of the fair sex voted against it.

Results of the poll:

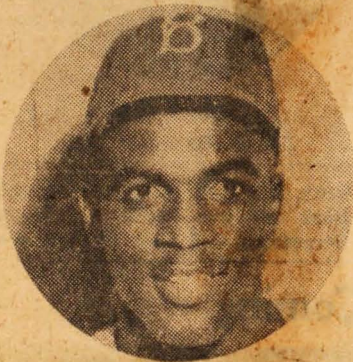
	Total	Men	Women
Yes	19%	24%	15%
No	70	67	72
No opinion ..	11	9	13

★ ★ ★

Iowa baseball fans are picking the St. Louis Cardinals and Boston Red Sox to repeat as 1947 champions of the National and American leagues, respectively, another survey by THE IOWA POLL finds.

Thirty-four per cent think the Cards will cop the National league flag. Seven per cent think the Chicago Cubs will finish on top and two per cent pick the Brooklyn Dodgers to be the 1947 champ.

★ ★ ★ ★ ★ ★ ★ ★



Jackie Robinson.
Iowans Backing Him.

In the American league, 17 per cent think the Red Sox will repeat.

The New York Yankees are the choice of nine per cent of Iowa's baseball fans; the Detroit Tigers are picked to win by five per cent; and four per cent think the Cleveland Indians will top the American loop.

When Iowa baseball fans name the teams they would LIKE to see win the two league titles, the Cards and Red Sox still rank as the favorites.

However, the Indians are a close second to the Red Sox as the team Iowa fans would LIKE to see win. Thirteen per cent prefer Boston, and 10 per cent Cleveland.

Twenty-five per cent of Iowa diamond fans would LIKE to see the Cardinals win the National league pennant. The Chicago Cubs are popular among Iowans, also, with 20 per cent saying they would like the Cubs to win the pennant.

Field reporters for The Iowa Poll asked Iowa baseball fans the following questions:

1. "The major league baseball season will open soon. Which teams do you THINK will win the National and American league pennants?"

NATIONAL		AMERICAN	
St. Louis	34%	Boston	17%
Chicago	7	New York	9
Brooklyn	2	Detroit	5
Cincinnati	1	Cleveland	4
Philadelphia	1	Chicago	3
New York	1	St. Louis	2
Pittsburgh	1	No opinion	60
No opinion	53		

2. "Which teams would you LIKE to see win the National and American league pennants?"

NATIONAL		AMERICAN	
St. Louis	25%	Boston	13%
Chicago	20	Cleveland	10
Brooklyn	3	New York	8
New York	2	Detroit	6
Pittsburgh	2	Chicago	5
Cincinnati	1	St. Louis	4
Philadelphia	1	Philadelphia	1
Boston	1	No opinion	53
No opinion	43		

PART II

FOUNDING THE IOWA POLL

PART II

FOUNDING THE IOWA POLL

The management of the Register and Tribune Company, headed by President Gardner Cowles, Jr., organized The Iowa Poll in the latter part of 1943 as a public service to the people of Iowa.

The Iowa Poll was the first state public opinion poll sponsored by a single newspaper, and therefore extreme precautions were taken in its organization and presentation. The Iowa Poll's sponsorship is quite different from the national polls, with the exception of the Fortune magazine poll which is sponsored exclusively by the magazine.

The National Opinion Research Center at Denver University is underwritten by the Field Foundation which granted a fund to operate The Denver Poll. The American Institute of Public Opinion is underwritten by hundreds of newspapers throughout the United States which receive the regular releases of The Gallup Poll.

The original Iowa Poll staff did exhaustive research before operations were started. They contacted The Gallup Poll and The Denver Poll organizations to have the benefit of their long experience in the field of measuring public opinion.

An advisory committee of 14 widely known Iowa men and women was named to plan and review questions asked by the poll. Included in this group are a college president, a labor union leader, a rabbi, a women's club president, a bishop, a farm leader, an editor, a superintendent of public schools, a president of a manufacturing company, and a Brigadier General.

This committee reviews each question before it is finally polled, and often their suggestions and criticisms are very helpful in presenting an accurate, unbiased poll. In addition, numerous members of the Register and Tribune staff have an opportunity to see the

questions in advance and make suggestions.

The Register and Tribune created a Research Department to handle the operations of The Iowa Poll. The name "The Iowa Poll" was registered as a trademark, giving the Register and Tribune the exclusive use of this name in the state of Iowa.

Setting Up The Cross Section. Dr. Norman G. Meier, professor of psychology at the University of Iowa and an authority on sampling methods, was named technical adviser of The Iowa Poll. Dr. Meier also serves on the advisory council of the American Institute of Public Opinion. Under his direction, the cross section and interviewing procedure employed by The Iowa Poll were set up.

The Iowa Poll had several decisions to make before the cross section could be developed. First, what areas would be polled? Second, what groups of people would be polled? A third, and most important, question was, what method of sampling would be used?

In answer to the first question, there was no doubt that the entire state would be polled. This was obvious because the Des Moines Sunday Register covers the entire state. Therefore, The Iowa Poll would definitely be a state poll.

To the second question, it was decided to poll Iowa residents who were 21 years or older. This was decided upon because the voting population would have the most significant opinions.

The third question has started many eminent scholars in the public opinion field into lively discussion. There are two rather different types of sampling methods in use today in the measurement of public opinion. One is the "quota sampling" method, the other is the "area sampling" method. Dr. Meier, who supports the "quota sampling" method for public

opinion polls, chose this type for The Iowa Poll.

From the standpoint of a state poll, the "quota" method has thus far been found to be the most practical. It is less expensive to operate and the results are obtained quicker. Both of these advantages are, naturally, important factors to be considered by a newspaper.

Before a cross section could be set up under the "quota" method, the exact characteristics of the state had to be well understood. This factor alone is an important reason why each new poll has a separate problem in setting up a public opinion poll.

To determine certain basic characteristics of the state, the United States census reports and official state publications are the best sources.

For instance, it was learned that 45 per cent of the adult population of Iowa are men and 55 per cent are women. Other important statistics showed that 15 per cent of the adult population are between the ages of 21 and 30; 19 per cent are between 31 and 40; and 66 per cent are over 40 years old. The socio-economic grouping for Iowa showed that 14 per cent are in the upper bracket; 55 per cent are in the middle bracket; and 31 per cent are in the low bracket. It was also learned that 45 per cent of adult Iowans live in cities (over 2,500); 20 per cent live in towns (2,500 or under); and 35 per cent live on farms.

From these general characteristics, The Iowa Poll had the structural basis for setting up a representative cross section of the adult population of Iowa. The sample to be polled would include all of the characteristics in the same proportion as they are listed above.

In other words, the sample will have 45 per cent men and 55 per cent women; 14 per cent in the upper socio-economic bracket; 55 per cent in the middle bracket; and 31 per cent in the low bracket; and the right proportion of age groups and city, town, and farm residents.

The logical question here might be: "How will you know the structure of the sample will coincide with the structure of the entire state?" There is more than one answer to this question. Actually, the success or failure of the "quota" method is in the hands of the field interviewers who personally contact the people polled. To insure a true sample, the field interviewers must follow their instructions to the letter. Each interviewer receives exact instructions as to how many interviews he should secure, how many should be men and women, how many should be in the upper, middle, and low socio-economic groups, and how many should be in the different age brackets. The interviewer's assignment will also tell him exactly how many should be from the city, town or farm. Each interviewer has a specific territory in which he must secure all his interviews (how these territories are determined is described later).

After the interviewer receives his assignment (Fig. 13), the choice of whom he shall interview is entirely up to him. That is, as long as his respondents meet the general characteristics outlined in his assignment, he may choose anybody in his territory to interview. This places a great deal of responsibility upon the interviewer, who must be the sole judge as to whether or not his respondents fall into the proper classifications as dictated by his assignment. However, pre-training and continuous instruction have given field interviewers a thorough background from which to judge the various class-

Figure 13. (An assignment sheet for one interviewer of The Iowa Poll. The total number of interviews assigned to each interviewer varies, depending upon the territory covered.)

INTERVIEWS ASSIGNED								Interviews Completed	
Normally to be obtained in homes, unless authorized otherwise. About 45% are to be from men, 55% from women.									
CITY	Group	No. of Each	MEN			WOMEN			
			21-30	31-40	Over 40	21-30	31-40	Over 40	
<p>CITY</p> <p>Under this heading fall all communities of over 2500 population. Interviews should be confined to persons living <i>within</i> the city limits.</p> <p>See reverse side for A, B, C, D classification codes.</p>			2	2	4	2	3	4	<p>This column is for your convenience in tallying interviews as you obtain them.</p>
	A	1							
	B	3							
	C	2							
D									
<p>TOWN</p> <p>Includes all communities of 2500 and less, crossroad settlements, etc. Does not include farmers.</p> <p>See reverse side for A, B, C, D classification codes.</p>	A	1							
	B	2							
	C	1							
	D								
<p>FARMERS</p> <p>To qualify as "farmer" a man must have at least 3 acres and an annual crop valued at \$250 or more. Others fall into the TOWN classification above.</p> <p>See "OCCUPATION" section of table on reverse side.</p>	A	1							
	B	4							
	C	2							
	D								

ifications of a person. Therefore, if every interviewer carries out his assignment as instructed, an exact miniature sample of the state will be the result. Whereas the interviewers are very dependable in carrying out their assignments, there must be other checks or controls to insure the validity of the sample. Every poll contains a set of questions known as "controls". Besides the regular sex, age, population, and socio-economic controls, these may include radio and refrigerator ownership, telephone and rural electrification, past voting records and others.

The actual number of radios, refrigerators, telephones, and other vital facts about the entire state can be obtained from government census reports and official state sources. By comparing the results in the sample with the actual figures obtained from official sources, the validity of the sample can be fairly well determined. Both the sample figures and the official figures should coincide within a few percentage points to insure a true cross section. Control questions in the poll (Fig. 14) are asked after all opinion questions have been answered.

Sometimes questions which are of particular interest to a special group require special control questions to measure the representation of such a group in the sample. Besides measuring the representation of the special group, these special control questions are very useful in making breakdowns on questions which greatly concern the special group. For example, here is a question asked by The Iowa Poll which brings out this point of special controls:

"Which do you think has been the most to blame for management and labor disagreements which have led to strikes: labor unions? the employers? our government in Washington?"

Figure 14. (Set of control questions as they appear in

The Iowa Poll.)

26. IF FARMER or FARM MGR., how many acres is your farm?

26a. (Interviewer: Please classify the above answer into one of the following groups:)

- 1 Under 50 acres
- 2 50 to 99 acres
- 3 100 to 139 acres
- 4 140 acres to 179 acres
- 5 180 to 259 acres
- 6 260 to 379 acres
- 7 380 to 499 acres
- 8 500 acres and over

26b. Do you own or rent your farm?

- 1 Own
- 2 Rent
- 3 Neither (Laborer)

(ASK ALL)

27. What is your occupation? (When respondent has answered write in description of occupation as named. If housewife, widow, student or unmarried girl, record occupation of head of the family; if retired, unemployed, or in armed forces, give former occupation.)

Write in description of occupation: _____

28. Do you happen to have a refrigerator in your home?

- 1 Yes
- 2 No

28a. If "Yes": What kind of a refrigerator do you have?

- 1 Electrical
- 2 Gas
- 3 Kerosene
- 4 Ice-cooled
- 5 Other

29. Are you yourself, or is a member of your immediate family a member of a labor union?

- 1 Yes, I am myself
- 3 No

2 Yes, my _____

29a. If "YES": Which one?

- 1 C. I. O.
- 2 A. F. of L.
- 3 Other _____
- 4 Don't know

30. Is any member of your family going to college at present?

- 1 Yes
- 2 No

31. Is there a boy in your home who is between 13 and 18 years old?

- 1 Yes
- 2 No

32. Does your local high school have a football team?

- 1 Yes
- 2 No
- 3 Don't know

33. Do you have a home FOOD freezer?

- 1 Yes
- 2 No

34. Will you please tell me confidentially whether you regard yourself as generally a

- 1 Republican, definitely
- 2 Independent Republican (split ticket and vote either party)
- 3 Democrat, definitely
- 4 Independent Democrat (split ticket and vote either party)
- 5 Other
- 6 Declined to answer

35. Did you vote in the presidential election, November 7th, 1944?

- 1 Yes
- 2 No

If "YES": to 35. For whom did you vote (this is confidential):

- 1 Dewey
- 2 Roosevelt
- 3 Thomas
- 4 Other

36. Did you happen to vote in the Iowa election, November 5th last year?

- 1 Yes
- 2 No

36a. If "YES": Did you vote for Governor? If so, do you remember for whom?

- 1 Blue
- 2 Miles
- 3 Voted for neither
- 4 Don't recall

37. What is the name of the last school you attended?

38. What is the last grade or year you completed?

- 1 No schooling
- 2 Grade school (1 through 4 years)
- 3 Grade school (5 and 6 years)
- 4 Grade school (7 and 8 years)
- 5 High school (1 through 3 years)
- 6 High school (4 years)
- 7 College (1 through 3 years)
- 8 College (4 years)
- 9 Don't remember

39. Check whether:

- 1 Man
- 2 Woman

40. Check whether:

- 1 White
- 2 Colored

41. Check whether respondent lives:

- 1 City
- 2 Town
- 3 Farm

42. Check respondent's age bracket:

- 1 21 - 30
- 2 31 - 40
- 3 Over 40

43. State whether:

- 1 A
- 2 B
- 3 C
- 4 D

This question is clearly a highly controversial one, and therefore there should be a wide divergence of opinion among different groups. Labor union members would clearly have a direct interest in this question. Therefore, it is important that the miniature sample include proper representation of labor union members. To measure this representation, we asked the following question as a special control:

"Are you or is anyone in your immediate family a member of a labor union?"

From this question, we found that 13 per cent of the sample belonged to labor unions, which is about the right proportion in the entire state.

To illustrate how these special groups can influence the results of a question, here is how the entire sample answered the question "Which do you think is the most to blame for management and labor disagreements.....?"

Labor unions.....	35%
Employers.....	9
Government in Washington.....	24
All three equally.....	25
No opinion.....	$\frac{7}{100\%}$

Here is how the labor union members alone react to the same question:

Labor unions.....	17%
Employers.....	27
Government in Washington.....	23
All three equally.....	24
No opinion.....	$\frac{9}{100\%}$

Now, when the labor union members are taken out of the sample, here is how the rest of the answers stack up:

Labor unions.....	38%
Employers.....	6
Government in Washington.....	24
All three equally.....	25
No opinion.....	$\frac{7}{100\%}$

From the previous examples, it can be readily seen that special groups can influence the final results of a poll. When the labor union group is withheld from the rest of the sample, you notice that three per cent shift the blame from employers to labor unions. This three per cent shift is seemingly small because labor union membership is relatively small in Iowa. However, if this question were polled in Michigan, which has large union memberships, then the results would be much greater.

Nevertheless, it is present here. Other groups such as Republicans and Democrats, war veterans, and farmers show wide divergence of opinion on certain issues, and controls for them must be used whenever a question directly concerns them.

Once the structure of the sample coincides in every way with the actual state structure, the next step under the "quota" system is to have the sample distributed throughout the state in exact proportion to the entire state population. The population of Iowa is rather evenly distributed, which makes it easier to determine the allocation of the sample. It has already been brought out in this paper that roughly 45 per cent of the adult population lives in cities; 20 per cent live in towns; and 35 per cent live on farms. Therefore, the allocation of the sample will follow in the same proportion.

First, the cities are divided into groups. For example, Des Moines is in group I, being the only city over 100,000. Cities from 50,000 to 100,000 are in group II; cities from 25,000 to 50,000 are in group III; cities from 10,000 to 25,000 are in group IV; cities 5,000 to 10,000 are in group V; and cities 2,500 to 5,000 are in group VI. Again using official government sources, the proportion of population in each group to the total adult population of the state is determined. When this is completed, the allocation of the city sample is set up to correspond exactly with the entire state.

In allocating the town and farm sample, Dr. Meier uses a special technique which is particularly adaptable to Iowa because of its rather flat topography and even distribution of population. Dr. Meier, who developed this system, describes it briefly in his own words:

"There is this to be expected in a state poll; you cannot expect to have your interviewers permanently. Interviewers meet with trouble. They may leave the state; they may break a leg; they may go

to the hospital; they may have to resign for one reason or another. We cannot find a replacement in the same community immediately; so, therefore, the points of interviewing are shifting.

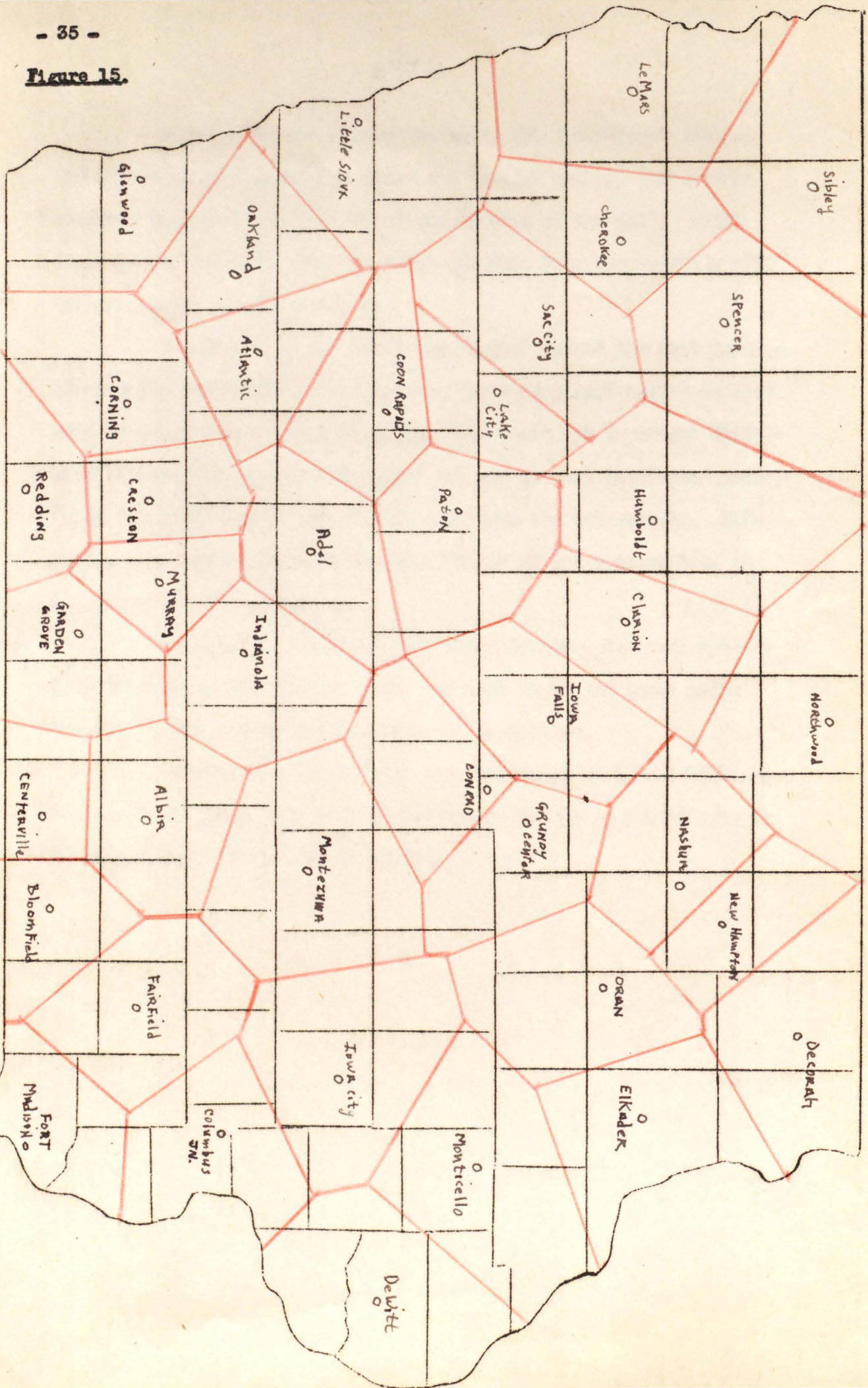
"Now, that means in the state of Iowa we have about 55 to 60 points where interviewers are stationed. I take a map of Iowa showing the interviewing points (Fig. 15), and midway between these points I draw a line at right angles. This is done until the state is covered and I have, therefore, a line located between each two interviewing points. Then these lines are extended until they meet. That yields a series of areas. That marks the limits of the interviewing travel of that interviewer. It also then gives a basis for allocating or computing the number of interviews for each rural (farm) and for each town area. These will all be different sizes. To measure these accurately, one uses a polar planimeter, which is an instrument for measuring irregular land areas. It gives you exactly the square miles encompassed in any area of any shape of any size."

This step completes the setting up of the cross section using the "quota" method. Under this method, a sufficiently large sample will insure accurate results within about three per cent.

The chief criticisms of the "quota method" are (1) The basic data and statistics upon which the structure of the miniature sample is based are old and outdated, therefore giving an imperfect picture of the actual structure and (2) There is too much opportunity for interview bias in the selection of persons to be polled.

In answer to the first criticism, it can be said that additional statistics are usually available from other sources and aid in bringing the older figures up to date.

Figure 15.



Whereas there may be opportunity for interviewer bias in the selection of respondents under the "quota" method, there is no evidence that this has influenced the results of the poll. Using this method, numerous election forecasts have been successfully made within a small margin of error.

The Iowa Poll has found the "quota" method the most desirable for its operations. However, the "area sampling" method is also used by other polling organizations. One basic and important difference between the "quota" and "area" methods is that the "area" method takes the selection of respondents away from the interviewer. Naturally, this would eliminate any possibility of interviewer bias in the selection of respondents.

The American Institute of Public Opinion, National Opinion Research Center, The Fortune Poll, and most state and local polls use the "quota" method in measuring public opinion.

However, one local poll, The Washington Post Poll of Washington, D. C. , has been very successful in measuring public opinion by using a form of the "area" method.

* * *

PART III

OPERATING THE POLL

PART III

OPERATING THE POLL

The first Iowa Poll release was published in the December 19, 1943, Des Moines Sunday Register (Fig. 16). Soon after the first poll, Henry J. Kroeger¹, former Des Moines advertising executive, was appointed General Manager of The Iowa Poll.

The General Manager co-ordinates the operations of the poll as well as the research department. He follows certain procedures to insure an accurate and timely release each week. To carry out the operations in the office, the General Manager has a staff of four full-time employees. They include a Research Editor, two statistical workers, and a secretary.

This staff of five is larger than most state and local poll staffs. Many of the other organizations have from two to three full-time employees, including the General Manager or Director. The Iowa Poll has a larger staff for two reasons. First, the research department handles other projects such as readership surveys of the Register and Tribune newspapers, measuring readability of articles appearing in the Register and Tribune, special market surveys, and readership panels. Second, all the punching and tabulating of results are done in the research office by the regular staff. When you consider that the department has conducted about 35 newspaper readership surveys in the past three and one half years, with each survey requiring approximately 3,500 cards to be punched and tabulated, then the larger staff is required. While The Iowa Poll does its own punching and tabulating, most state and local polls hire the work to be done by International Business Machines Corporation.

¹ Member of American Marketing Assn., American Statistical Assn., Advertising club (Des Moines), Phi Beta Kappa (U. of Iowa).

Figure 16. (First Iowa Poll release)

ADVANCE PROOF

DES MOINES SUNDAY REGISTER

December 19, 1943

Iowans Favor Subsidies In New Statewide Poll

Iowa people lean toward use of subsidies to prevent rising retail prices of food, it is indicated in the first report of THE IOWA POLL, inaugurated to measure public opinion on questions of special or timely importance.

"Subsidy" is a hotly debated word these days. Strong farm organizations are opposing subsidies, and the lower house of congress has voted to outlaw them in a bill passed over to and pending in the senate.

Iowa farm sentiment sounded in the poll is against subsidies, but urban sentiment supports them by a margin sufficient to throw the balance of the expressed opinion in favor of subsidies. An undecided vote prevented determination of a clear majority for them.

The Questions.

In taking the poll, the following question was asked, and alternative answers were suggested, with this total result:

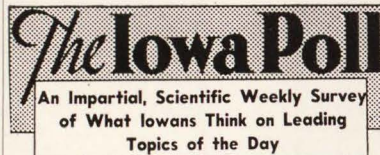
"If farmers can't get as much money as they should for some of the foods they produce, which one of these things do you think it would be better to do—considering the welfare of the country as a whole?"

1. "Increase the farmer's income by letting those food prices rise across the country?".....39%
2. "Increase the farmers income by holding those food prices at their present levels across the country, and having the government make up the difference by payments out of the federal treasury?"46%
3. "Don't know?"15%

The vote of farmers on the question almost was the reverse of the vote of all persons polled; but it was offset and overcome by the urban vote. The breakdown of results was as follows:

Farmers Town City

Let food prices rise	47%	36%	35%
Hold food prices	40%	48%	49%
Don't know	13%	16%	16%



Even among farmers only 38 per cent answered confidently. Another 20 per cent replied ambiguously; 15 per cent gave inadequate answers; and 20 per cent said they did not know.

Meaning of Subsidy.

The answers on the meaning of subsidy varied from the confident, "I think it means the government pays the farmer what he doesn't get through ordinary prices," to the diffident, "Well, on the farm you have all your living, and I guess it means you can subsist."

In other words, the conclusion that may be drawn from the tabulated results on the two questions might well be framed:

Iowans who have an opinion on the subject lean in favor of the principle of subsidies; almost half of the persons interviewed are doubtful or have no idea of what the term subsidy means.

A recent nationwide poll on the same subject by the National Opinion Research Center of the University of Denver, Denver, Colo., found public opinion almost equally divided between allowing prices to rise and holding prices down through subsidies.

THE IOWA POLL'S indication that Iowans as a whole favor the use of subsidies, though farmers oppose them, is bolstered by a breakdown of the answers by educational groups polled. Results in polling those whose education consisted of attendance at grade

To illustrate the different phases in the operation of The Iowa Poll, we will trace an actual poll from its beginning until it appears in the Sunday newspaper. For our illustration, we will use The Iowa Poll's eighty-ninth survey, which we will call Ballot #89 hereafter in this paper.

Getting Out The Ballot. This is the first step in operating the poll, and presents several problems. For example, one ballot is sent out into the field every four weeks, and therefore each ballot must contain enough questions to provide at least four releases. This means that the issues to be polled must be timely as much as four or five weeks after they are surveyed. Therefore, the General Manager and his staff must have a keen sense of news value. They must project themselves into the future. They must sense how the news will break two, three, four, or five weeks hence.

The field work for Ballot #89 was completed from August 20, to August 24, 1947, and the releases from this ballot were published in the September 7, 14, 21, and 28 Sunday Registers. However, most of the questions in Ballot #89 were taking shape as early as August 4. About that date, the staff began to study the various issues which they thought should be polled in Ballot #89. In order to keep abreast with the many topics and issues of the day, the General Manager and others must constantly read the newspapers and magazines. They literally must comb these publications, seeking vital information which may help decide which questions should go into the ballot. From magazine and newspaper clippings, the General Manager has built up a file covering the topics for Ballot #89. In this file, he has clippings on about eight or ten different subjects. His next step

is to narrow down these subjects to four or five to provide the necessary four releases from that ballot. After following the news carefully and considering which four will be the most timely, the General Manager selects "High cost of living", "Iowa schools", "The United Nations", and "College athletes" as the four topics to be polled in Ballot #89. He reaches this decision about August 7, and then he begins to work out the wording of the questions so that the issues can be placed before the Iowa people in a clear and unbiased manner.

Putting the issues into question form is one of the most important phases of a successful public opinion poll. It has been clearly shown that two different presentations of the same issue will give a different distribution of opinion¹. There are many pitfalls in the wording of questions. They may be too vague to get a precise answer; they may be too obscure in meaning; they may be misunderstood because of technical or unfamiliar terms; or they may concern only a small segment of the sample, therefore being meaningless to a large number. This paper will not deal with the many ramifications involved in wording questions for public opinion polls. Educators have provided comprehensive material on this subject which will be valuable to persons interested in continuing the study of public opinion polls². However, it should be noted here that The Iowa Poll staff has developed its technique for question presentation by the combined forces of research, practical experience, and exchange of experience with the various organizations engaged in measuring public opinion.

By August 11, the wording of the questions is completed.

1 Gauging Public Opinion, Hadly Conrill, chap. II.

2 Ibid., chaps. I, II, III, IV.

and mimeographed copies of Ballot #89 in its first draft are run off. (Fig. 17) On August 12, the questions are ready to be pre-tested by a specially-trained interviewer who looks for the pitfalls mentioned before. Also, on this date, the mimeographed form of the ballot is mailed to advisory board members, who may return it with their comments and suggestions. Mimeographed copies are also sent to many staff members of the Register and Tribune, who may also submit comments and suggestions.

The special interviewer tests the ballot on about 15 persons in all walks of life and of all ages.

Here is the value of pre-testing. We have taken the questions from Ballot #89 which had to be changed because pre-testing showed flaws in the wording or construction. These questions are shown below in their original mimeographed form, with comments from our specially-trained interviewer, and the questions as they finally appeared in the poll:

(ORIGINAL FORM)

1. What about your own cost of living in the next few months? Do you expect it to be A LOT HIGHER, SOME HIGHER, ABOUT THE SAME, OR LOWER?

A lot higher
Some higher

About the same
Lower

Uncertain

IF ANY OF THE FIRST FOUR NAMED, ASK: Why do you feel as you do about your cost of living?

Indefinite

Interviewers receive)

Figure 19. (Descriptive literature which prospective

HOW THE IOWA POLL WORKS

The opinion-gathering organization of THE IOWA POLL will consist of about fifty men and women located in all parts of the state. These field reporters will gather opinions from all types of people on important Iowa issues through personal interviews.

Reporters will receive assignments at periodic intervals—generally one every two weeks—from THE IOWA POLL'S office in Des Moines. These assignments will specify the number of persons in various areas to be interviewed.

The Principle of Sampling

THE IOWA POLL is modeled after the famous Gallup poll which first won wide-spread recognition through its remarkable accuracy in predicting the outcome of elections.

The principle upon which the Gallup poll (and THE IOWA POLL) is based is the construction in miniature of a SAMPLE of the population which has all of the political, social, and economic characteristics of the ENTIRE population. In other words, the sample will be taken from a cross-section of representative areas so that the total will contain the proper proportion of farmers, of urban and small town people, of people in the different occupational groups, and of economic and social types, and so on. The division of opinion among this kind of scientifically selected sample of people proves to be virtually identical with that of the whole population.

While the interviews secured by any one field reporter for THE IOWA POLL will be too few in number to be accurately representative of the opinion in that area, they will—when combined with the interviews secured by all the other reporters—be accurately representative of Iowa as a whole.

Qualifications of an IOWA POLL Reporter

Reporters for THE IOWA POLL have an important responsibility and must be selected with extreme care. Following are the desirable qualifications of an ideal interviewer:

1. He or she must be unquestionably honest—both morally and intellectually.
2. He should have a consuming interest in what people think and why they think as they do. Interviewing is good, interesting fun, and a person who regards it otherwise cannot do it justice.
3. He should be faithful, reliable and conscientious.
4. He must be completely objective, and record faithfully the opinions of others, no matter how much he may disagree with them.
5. He should be able to obtain the confidence of people being interviewed, and make those people feel at ease.

Frequency of Interviewing Assignments

Interviewing for THE IOWA POLL requires only part of a person's time. Therefore, if you have a

Figure 17. (Original mimeographed form of Ballot #89)

Proposed Questions
for
Ballot No. 89
To Be Mailed August 20, 1947

1. What about your OWN cost of living in the next few months? Do you expect it to be A LOT HIGHER, SOME HIGHER, ABOUT THE SAME, OR LOWER?

A lot higher About the same
Some higher Lower Uncertain

IF ANY OF THE FIRST FOUR NAMED, ASK: Why do you feel as you do about your cost of living?

_____ Indefinite

2. Do you think prices in general will ever go down to where they were before the war?

Yes No Undecided

If "Yes": Why? _____ Indefinite

If "No": Why? _____ Indefinite

3. With prices as high as they are, what one class of people here in Iowa would you say is the BEST OFF?

_____ Undecided

4. With prices as high as they are, what one class of people here in Iowa would you say is the WORST OFF?

_____ Undecided

5. Can you think of any action Congress should have taken in regard to the cost of living? If so, what do you have in mind?

Nothing in mind No opinion

6. During the last two years, has your income increased more, less or about the same as your cost of living?

More No change in income
Less Income is less
About the same No opinion

7. Do you think the grade schools here in your community are doing an excellent, good, only fair or poor job?

Excellent Only fair
Good Poor No opinion

(INTERVIEWER'S COMMENTS)

"This group of questions seems to be too personal for an opening set. It hits them squarely in a vital spot, and they become uneasy because they think you are going to ask them a lot of personal things which they consider their own business. I would suggest that the opening question be something lighter, something that will put the respondent more at ease."

(FINAL FORM)

1. Which do you think are the SAFER automobile drivers—men or women?
 Men **Women** **Same** **No opinion**

2. What about your OWN cost of living in the next few months? Do you expect it to be A LOT HIGHER, SOME HIGHER, ABOUT THE SAME, OR LOWER?
 A lot higher **About the same** **Uncertain**
 Some higher **Lower**

IF ANY OF THE FIRST FOUR NAMED, ASK: Why do you feel as you do about your cost of living?

 Indefinite

* * *

(ORIGINAL FORM)

2. Do you think prices in general will ever go down to where they were before the war?

Yes	No	Undecided
If "Yes": Why? _____		Indefinite
If "No": Why? _____		Indefinite

(INTERVIEWER'S COMMENTS)

"I found that most of the respondents wanted to qualify their answers with the usual calamities, war or depression."

(FINAL FORM)

3. Barring war or depression, do you think prices in general will ever go down to where they were before the war?

¹ Yes ² No ³ Undecided

If "Yes": Why?

.....

..... ⁹ Indefinite

If "No": Why?

.....

..... ⁹ Indefinite

* * *

(ORIGINAL FORM)

6. During the last two years, has your income increased more, less or about the same as your cost of living?

More

Less

About the same

No change in income

Income is less

No opinion

(INTERVIEWER'S COMMENTS)

"Some of the respondents could not easily understand this question. The phrase 'has your income increased more' apparently is too far away from the phrase 'as your cost of living' for them to draw the contrast. They appear quite confused as to what you are trying to compare."

(FINAL FORM)

7. During the last two years, has YOUR income increased more or less than your cost of living?

- | | |
|--|---|
| <input type="checkbox"/> ¹ More | <input type="checkbox"/> ⁴ No change in income |
| <input type="checkbox"/> ³ Less | <input type="checkbox"/> ⁵ Income is less |
| <input type="checkbox"/> ² About the same | <input type="checkbox"/> ⁶ No opinion |

* * *

(ORIGINAL FORM)

16. Some people say our government should take the lead NOW in trying to change the United Nations setup to make it a stronger organization.

Which one of these sentences comes closest to expressing your ideas about this? (SHOW CARD)

(a) The United Nations setup is strong enough now, does not need changes.

(b) I favor waiting another year or so to see how the United Nations gets along.

(c) We should take steps now to make the United Nations a stronger setup.

No opinion

If "(c)": What do you think should be done to make the United Nations a stronger setup?

Indefinite

(INTERVIEWER'S COMMENT)

"Several respondents gave the answer that they thought the United States should withdraw from the United Nations altogether."

Although the pre-testing of this question brought out an alternative we had not anticipated, we did not change the wording of the question proper. We merely added the alternative "We should withdraw from the United Nations" to the ballot. You will notice that the alternative does not appear on the card which the respondent reads. In this way, the interviewers will check this alternative only when the respondent VOLUNTEERS it as his answer.

(FINAL FORM)

18. Some people say our government should take the lead NOW in trying to change the United Nations setup to make it a stronger organization.

Which one of these sentences comes closest to expressing your ideas about this? (SHOW CARD)

- (a) The United Nations setup is strong enough now, does not need changes.
- (b) I favor waiting another year or so to see how the United Nations gets along.
- (c) We should take steps now to make the United Nations a stronger setup.
- (d) We should withdraw from the United Nations.
- No opinion.

If "(c)": What do you think should be done to make the United Nations a stronger setup?

.....

.....

Indefinite

(RESPONDENT'S CARD)

- (a) The United Nations setup is strong enough now, does not need changes.
- (b) I favor waiting another year or so to see how the United Nations gets along.
- (c) We should take steps now to make the United Nations a stronger setup.

Pre-testing of the ballot is completed by Friday, August 14. By August 15, any changes have been made which the advisory board or Register and Tribune staff members might suggest. After this, the General Manager and Research Editor comb over the ballot carefully, and occasionally a last-minute question may be inserted, as was the case with question 19 in the final form of Ballot #89. (Fig. 18) The Farm Editor of the Register and Tribune then submits questions to be asked by The Iowa Farm Poll.

Next, the controls must be checked to see that none of the necessary ones are left out. As we pointed out before, sometimes special control questions are needed for special sets of opinion questions. For this reason, each set of questions must be checked against the controls to be sure that the right ones are in the ballot. Once this is completed, the ballot is ready for the printer. The printer gets the copy for Ballot #89 on Monday, August 18. After two proofs have been checked, the final printed copy of Ballot #89 is ready to be mailed to field interviewers on Wednesday, August 20, right on schedule.

Size of The Sample. During The Iowa Poll's early stages, a sample of 1,000 was used. After the results from the 1,000 sample were figured, about 600 ballots were taken out, with regard to proper proportion of men and women, socio-economic groups, and city, town, and farm residence. The results of the 1,000 ballot sample and the 600 ballot sample were then compared. After several tests of this kind were run in succeeding polls, it was clearly established that the regular sample could be reduced to about 650 and still maintain the accuracy of the poll.

26a. (Interviewer: Please classify the above answer into one of the following groups:)

- 1 Under 50 acres
- 2 50 to 99 acres
- 3 100 to 139 acres
- 4 140 acres to 179 acres
- 5 180 to 259 acres
- 6 260 to 379 acres
- 7 380 to 499 acres
- 8 500 acres and over

26b. Do you own or rent your farm?
1 Own 2 Rent 3 Neither (Laborer)

(ASK ALL)

27. What is your occupation? (When respondent has answered write in description of occupation as named. If housewife, widow, student or unmarried girl, record occupation of head of the family; if retired, unemployed, or in armed forces, give former occupation.)
Write in description of occupation: _____

28. Do you happen to have a refrigerator in your home?
1 Yes 2 No

28a. If "Yes": What kind of a refrigerator do you have?
1 Electrical 3 Kerosene 5 Other
2 Gas 4 Ice-cooled

29. Are you yourself, or is a member of your immediate family a member of a labor union?
1 Yes, I am myself 3 No

2 Yes, my.....

29a. If "YES": Which one?
1 C. I. O. 3 Other
2 A. F. of L. 4 Don't know

- 4 Grade school (7 and 8 years)
- 5 High school (1 through 3 years)
- 6 High school (4 years)
- 7 College (1 through 3 years)
- 8 College (4 years)
- 9 Don't remember

39. Check whether:
1 Man 2 Woman

40. Check whether:
1 White 2 Colored

41. Check whether respondent lives:
1 City 2 Town 3 Farm

42. Check respondent's age bracket:
1 21 - 30 2 31 - 40 3 Over 40

43. State whether:
1 A 2 B 3 C 4 D

Street and Number _____ City _____

Interviewer: _____ Date this Interview was made _____

Interviewer: Write hour of the day or night you took this interview _____ A.M. _____ P.M.

No 725

THE IOWA POLL

Figure 18. (Ballot #89 in its final form)

- 49 -

Therefore, Ballot #89 has a sample of about 650 ballots which are distributed to the interviewers throughout the state. The number of ballots which each interviewer receives is controlled by Dr. Meier, technical adviser, who makes new allocations as needed. New allocations take into account the dropping out of old interviewers and the addition of new ones and changes in other factors which control the sample.

The Field Staff. To cover the state of Iowa, it requires about 60 field interviewers. To cover a state like Texas, it would take about 80 interviewers. For the entire United States, it would require about 300 field interviewers. Recruiting the field staff is handled about the same by all public opinion polls. In securing the original Iowa Poll field staff, high school principals in all parts of the state were contacted by mail and asked to recommend persons who they thought could fill the requirements of an interviewer. In the letter to the principals, we pointed out the type of persons we were interested in. For example, the interviewer must be honest; he must know his community well so he will be able to choose the right persons to fill his assignment; he should be well educated, although he does not necessarily need a college education (In many cases, we have found that persons with high school educations do a better job than those with higher education); he should be completely objective in his interviewing, and must have the confidence of the persons he interviews; and he must be physically able to travel around the community and surrounding territory. There is no preference as to men or women, as long as they meet the other requirements.

Persons recommended as interviewers were then sent letters asking them if they were interested in interviewing for The Iowa Poll. Enclosed with this letter was a brief description of the poll (Fig. 19) together with an application blank (Fig. 20).

After combing over the returned application blanks, we were able to select a group of interviewers which we thought qualified for personal interviews with our staff. Four meeting places were arranged for prospective interviewers, Des Moines, Cedar Rapids, Council Bluffs, and Fort Dodge. These meetings were scheduled about one month before the first poll was taken. Staff representatives met with each group and discussed the phases of operation which the interviewer would be required to perform. Each meeting lasted one day, with The Iowa Poll covering all the interviewers' expenses. From these personal contacts, the original Iowa Poll field staff was formed, many of whom are still with the poll.

Naturally, there has been a certain amount of turnover, but this has been checked mostly through the use of classified advertising. By placing an ad in the Sunday Register, we can quickly fill any vacancy in any part of the state.

In checking applications, we look for such things as the age of the person, his education, his political activity, the number of dependents he has, and his interviewing and business experience. If an applicant is connected with any political activity, he is automatically eliminated. If he passes all the qualifications, we give him a trial assignment. We send him a trial quota, which is not counted in the regular sample, together with an interviewer's manual (Fig. 20).

One question which comes up in connection with recruiting

HOW THE IOWA POLL WORKS

The opinion-gathering organization of THE IOWA POLL will consist of about fifty men and women located in all parts of the state. These field reporters will gather opinions from all types of people on important Iowa issues through personal interviews.

Reporters will receive assignments at periodic intervals—generally one every two weeks—from THE IOWA POLL'S office in Des Moines. These assignments will specify the number of persons in various areas to be interviewed.

The Principle of Sampling

THE IOWA POLL is modeled after the famous Gallup poll which first won wide-spread recognition through its remarkable accuracy in predicting the outcome of elections.

The principle upon which the Gallup poll (and THE IOWA POLL) is based is the construction in miniature of a SAMPLE of the population which has all of the political, social, and economic characteristics of the ENTIRE population. In other words, the sample will be taken from a cross-section of representative areas so that the total will contain the proper proportion of farmers, of urban and small town people, of people in the different occupational groups, and of economic and social types, and so on. The division of opinion among this kind of scientifically selected sample of people proves to be virtually identical with that of the whole population.

While the interviews secured by any one field reporter for THE IOWA POLL will be too few in number to be accurately representative of the opinion in that area, they will—when combined with the interviews secured by all the other reporters—be accurately representative of Iowa as a whole.

Qualifications of an IOWA POLL Reporter

Reporters for THE IOWA POLL have an important responsibility and must be selected with extreme care. Following are the desirable qualifications of an ideal interviewer:

1. He or she must be unquestionably honest—both morally and intellectually.
2. He should have a consuming interest in what people think and why they think as they do. Interviewing is good, interesting fun, and a person who regards it otherwise cannot do it justice.
3. He should be faithful, reliable and conscientious.
4. He must be completely objective, and record faithfully the opinions of others, no matter how much he may disagree with them.
5. He should be able to obtain the confidence of people being interviewed, and make those people feel at ease.

Frequency of Interviewing Assignments

Interviewing for THE IOWA POLL requires only part of a person's time. Therefore, if you have a regular full-time occupation, it should still be possible for you to handle interviewing assignments as an

Figure 20. (Interviewer's application form)

INTERVIEWER'S INFORMATION FORM
REGISTER AND TRIBUNE'S IOWA POLL
DES MOINES, IOWA

Please
attach
snapshot
of your-
self here.

Date _____

Name _____

Address _____
(street) (city or town) (county)

Residence phone _____ Business phone _____

Date of birth _____ Height _____ Weight _____

Country of birth _____ Father's birthplace _____ Mother's birthplace _____

Religious denomination _____ Political preference _____

Status _____ Number of dependents _____
(single, married, divorced, widow (er))

Do you have a car to use for interviewing? Yes ___ No ___ Is it insured? Yes ___ No ___

EDUCATION:

Grade school _____ (give grade completed)
High school _____ (give grade completed)
College, incomplete _____ Name of college _____
College, graduated _____ Degrees _____ Year _____
Major college courses _____

Name of firm with which you are now connected, if any: _____

Type of business _____ Your position _____

Activities other than business, such as social, political, etc. _____

Interviewing experience, if any: _____

Name of organizations served by you as interviewer: _____

Type of surveys; length of service: _____

Are you doing any interviewing work at present? Yes _____ No _____

If so, for whom? _____

LIST TWO REFERENCES

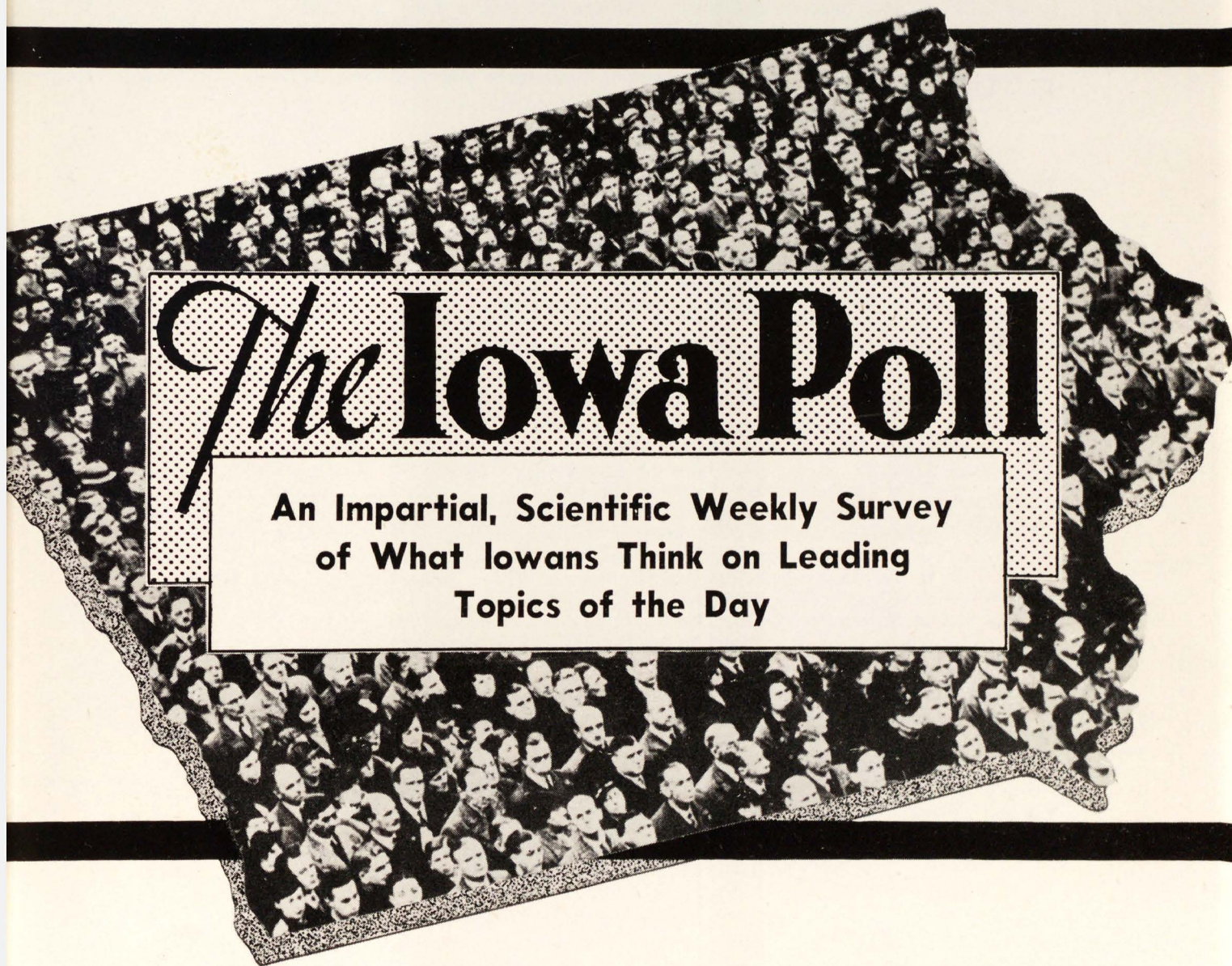
Name _____ Address _____ Occupation _____

Name _____ Address _____ Occupation _____

Will the deadline factor give you any difficulty? Yes _____ No _____

Figure 21.

Interviewer's **MANUAL**



The **Iowa Poll**

**An Impartial, Scientific Weekly Survey
of What Iowans Think on Leading
Topics of the Day**

715 Locust Street
Des Moines 4, Iowa

TABLE OF CONTENTS

	PAGE
I. THE ASSIGNMENT	
1. Interview Order	2
2. Ballots	2
3. Explanatory Bulletin	6
4. Stamped Return Envelope	3
5. Identification Card	3
II. EQUIPMENT YOU SHOULD SECURE	
1. Clip Board	3
2. Soft Pencils	3
III. PLANNING THE INTERVIEWS	
1. Know Your Community.....	4
2. Review A, B, C, and D Code for Economic Levels.....	4
IV. THE APPROACH	
1. Don't Begin With a Long Explanation of THE IOWA POLL.....	4
2. Don't Act as If You Are Selling Something.....	5
3. Don't Ask Permission for an Interview.....	5
4. Don't Be Domineering—or the Other Extreme, Shy.....	5
5. Don't Let the Respondent Get the Impression the Interview Is an Intelligence Test	5
V. THE INTERVIEW	
1. Look at the Respondent When Asking Questions.....	6
2. Word Questions Exactly as They Appear on the Ballot.....	6
3. Don't Alter the Order of the Questions.....	6
4. Don't Let Respondent Read the Questions . . . Or Fill Out His Own Ballot. . .	7
5. Take Down Answers Word for Word.....	7
6. Don't Explain Questions	7
7. When One Answer Contradicts a Previous Answer, Repeat the Last Question to Be Sure Respondent Understood You.....	7
8. If the Respondent Qualifies His Answer With a "Yes, But . . ." Take Down the Qualification Verbatim	8
9. Be Sure to Record the "No Opinion" Answers Accurately.....	8
10. Check Back Over Each Ballot Before Leaving Respondent.....	8
VI. A FEW ADDITIONAL POINTS	
1. Record Accurately the Factual Data on Each Respondent Which Is Called for at the End of Each Ballot	9
2. Do Not Interview More Than One Person At a Time.....	9
3. Do Not Interview More Than One Person In Any One Household.....	9
4. Do Not Interview by Telephone.....	10
5. Train a Substitute for Emergencies.....	10
6. If Impossible for You or a Reliable Substitute to Handle an Interviewing Assignment, Telegraph Us, Collect, Immediately.....	10

I. THE ASSIGNMENT

Approximately every 2 weeks each interviewer for THE IOWA POLL will receive a new assignment in the mail.

Each assignment will include the following:



1. An Interview Order:

This order is the first thing you should read upon opening your assignment envelope, for it tells you where you are to go to get your interviews, how many people you are to interview, what the deadline date is for securing the interviews and mailing them back to Des Moines, and whatever special instructions may be necessary for securing these interviews.

In addition, the interview order contains a "box" where you are to fill in the total number of hours you put in on this assignment, and the amount of carfare or automobile mileage you used.

On the back of the interview order appear instructions on how to classify respondents (i e. the people you interview) into 4 economic groupings, A, B, C, and D.

2. Ballots:

One ballot should be filled out for each interview. Thus, if you are required to get a total of 14 interviews, you will be supplied with 14 ballots—each of which must be clearly and completely filled out.

In addition to the questions of *opinion* which you ask the respondents, there are also some questions of *fact* which come at the end of the interview. These questions will include his age, occupation, automobile ownership, etc. Since we know the total number of Iowans in each of these categories, this information will be important as a "control" to enable us to determine whether our cross-section of respondents is truly a cross-section of Iowa.

Therefore, it is of the utmost importance that you do not overlook asking for this information and recording it properly at the end of each interview.

3. Explanatory Bulletin:

From time to time, we may decide to include on our ballot certain questions which—at first glance—might puzzle you somewhat. You might wonder why we asked such a question at all, or if we ask it—why we ask it the way we do.

We will try to anticipate these instances and include along with the other material in your assignment envelope an explanatory bulletin which will give you the reasons why these questions are on the ballot. Therefore, whenever an explanatory bulletin is sent you, be sure to read it carefully.





4. Stamped Return Envelope:

This will always be included for your convenience. Since it is already addressed to us and requires no postage, all you have to do, when your interviews are completed, is put them in this envelope, together with the interview order (on which you have already filled out the hours you worked, the carfare you spent, and the pledge that the interviews were properly obtained) seal the envelope, and drop it in the nearest mail box.

5. Identification Card:

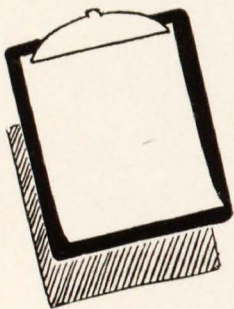
With your first assignment you will be given an identification card which will officially identify you as an interviewer for THE IOWA POLL.

It is doubtful whether you will have much need for this, but you should keep it on your person in case a respondent ever questions your identity.



II. EQUIPMENT YOU SHOULD SECURE:

The following items are awkward to mail. Furthermore, in many cases, you will have them in your home or office already. That is why we do not supply them to you.



1. Clip Board:

It has been found that this is a very helpful item to have when doing door-to-door interviewing. The ballots can be securely fastened to the clip at the top of the board. Thus, there is no danger of dropping them or having them blown away by a sudden gust of wind.

Also the board itself makes a good firm surface on which to fill out the ballot.

However, the use of this particular item is entirely optional.

2. Soft Pencils:

It makes the tabulation of your ballots far easier for us if you use soft pencils rather than hard ones. Therefore, your cooperation on this point is earnestly requested.



III. PLANNING THE INTERVIEWS:

1. Know Your Community.

Interviewers are expected to know their communities thoroughly. This means that they will know where the poor families live, the "average" families, and those of higher income levels, so that when given an assignment to secure a specified number of A, B, C, and D interviews, they will know just where they should go to contact these people.

If the interviewer is not exactly sure in which areas in his town each of these various income levels is dominant, he should secure a city map and go to a leading real estate office or the tax assessor's office. These people will undoubtedly be willing to indicate on the map which areas are predominately A, which predominately B, which predominately C, and so on.

But even with such a map as a guide, it is imperative that the interviewer rely on his own judgment in classifying each respondent. For even in a C area there is occasionally an A family.

In other words, knowledge of a community should facilitate your selection of the proper respondents. But it will by no means guarantee that each respondent will necessarily fall into the same income classification as the community in which he resides.



2. Review A, B, C and D Code for Economic Levels.

Before going out on each assignment review the descriptions of the four economic classifications, (A, B, C, and D) given on the back of your interview order form. Since these descriptions will appear on the back of every interview order you will ever receive, they will always be available for reference.

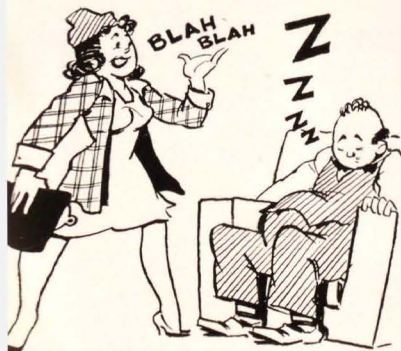
A good check on your initial judgment of the respondent's income classification is provided by the factual questions about the respondent which you will ask at the end of each interview — automobile ownership, telephone, occupation, etc. If this latter information is at variance with your previous estimate of the proper income classification for the respondent, you will of course want to reconsider the original estimate.

IV. THE APPROACH:

1. Don't Begin With a Long Explanation of THE IOWA POLL:

This only takes up time, and if a person is not familiar with THE IOWA POLL, it is going to be very difficult for you to explain it without getting into a long discussion.

A suggested approach is: "I am a reporter for THE



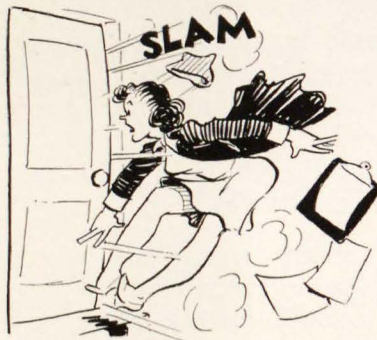
IOWA POLL. I would like to ask your opinion on a few questions.”
(If they ask why) “This is part of a survey being made all over Iowa to find what Iowa people think about the important problems of the day.” (If asked why) “So that every citizen of Iowa will know what his fellow citizens are thinking on these important problems.”

2. Don't Act as If You Are Selling Something:

If the respondent jumps to the conclusion that you are soliciting magazine subscriptions or selling hosiery or brushes, dispel this immediately by saying something like, “I am not selling anything; I am simply here to get your opinion on some important topics of the day.”



3. Don't Ask Permission for An Interview:



If you do this, you imply that there may be a good reason why the respondent should not give you an interview. Therefore, it is best simply to assume that there is no reason why the respondent should not be willing to give you his opinions on the questions you are about to ask him, and accordingly, go right ahead. If he shows reluctance, probably the best way to overcome it is to point out that you don't want to know his name, that he will never be quoted because you don't know who he is, and that you are simply securing his opinion—and those of his neighbors—as part of a state-wide poll to determine what Iowans think on leading topics of the day.

4. Don't Be Domineering—or the Other Extreme, Shy:

Obviously your approach should be friendly and casual, and if you smile when you open the conversation and use a natural, confident, but gracious tone of voice, it is very unlikely that you will encounter much resistance.



5. Don't Let the Respondent Get the Impression The Interview Is An Intelligence Test:

If you do, you may find that people will refuse to continue in the middle of an interview because they are embarrassed to give you further indication of their lack of knowledge on the questions you



are asking them. It is important that this be avoided, because a true cross-section must, of course, include people of all degrees of intellectual capacity.

Therefore, if a respondent is at a total loss on several of the questions, adopt a sympathetic attitude as if you, yourself, were equally puzzled by what the questionnaire is getting at. In this way, the interview can continue without embarrassment.

V. THE INTERVIEW

1. Look at the Respondent When Asking Questions:

This will both put him at his ease and also force him to give you a more honest answer than he might if you were not looking him in the eye.



2. Word Questions Exactly as They Appear on the Ballot:

Ballots you receive will have been "pre-tested" by us in Des Moines against a cross-section of people of all ranges of intelligence. Furthermore, they will have been "pre-tested" for objectivity—that is to say, worded in such a way that they do not suggest what the answer should be, and are free from ambiguity.

For these reasons, it is extremely important that you do not paraphrase the questions, and that you ask them exactly as they are worded on the ballot.

3. Don't Alter the Order of the Questions:

Likewise there is a very definite reason for our putting the questions in the order in which they appear. If you disrupt this order, you may be changing the results—and, therefore, destroying the value of your interviews.



4. Don't Let Respondent Read the Questions . . . Or Fill Out His Own Ballot:



Obviously, if the respondent can glance over the ballot, he will see not only the first question he is supposed to answer, but the later questions as well. This to be avoided for the reason noted in the point above.

5. Take Down Answers Word for Word:

It is helpful to us to know the exact phrases that people use in discussing these issues which THE IOWA POLL will deal with. For that reason, we want their answers exactly as they give them.



6. Don't Explain Questions:

All of them have been "pre-tested" for clarity of phrasing. Therefore, no further explanation should be necessary. Furthermore, any attempt to do so would almost certainly reveal your own opinion on the question—and that, of course, would invalidate the interview.

7. When One Answer Contradicts a Previous Answer, Repeat the Last Question to Be Sure Respondent Understood You:



You may, from time to time, encounter a glaring contradiction. In such a case, do not repeat or allude to the earlier question. Presumably it was clearly asked and thoughtfully answered earlier in the interview.

Instead, simply repeat the later question without referring to the contradiction of the previous answer.

If the respondent still gives a contradictory answer, note it down exactly as he states it.

8. If the Respondent Qualifies His Answer With a "Yes, But..." Take Down the Qualification Verbatim:

This may happen from time to time, and it is entirely logical that it should. For example, the question, "Are you in favor of an Iowa sales tax?" might very probably evoke the answer "Yes, providing Congress does not pass a National sales tax."



9. Be Sure to Record the "No Opinion" Answers Accurately:

Do not conclude that the "no opinion" answers are of no value to us. On the contrary, they are of just as much value as the "yes" and the "no" answers. For in many questions the percentage of the population which has not yet made up its mind may be fully as important as the percentage which already has.



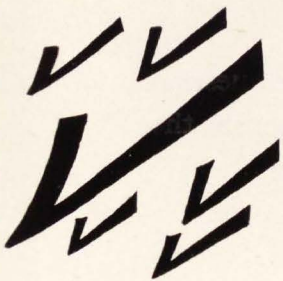
10. Check Back Over Each Ballot Before Leaving Respondent:

It is of vital importance that you secure exactly the number of interviews which are called for on your interview order, and that you secure them in exactly the right places.

If you get the wrong number of interviews, or if you secure some of them in the wrong places, obviously, it throws the whole state-wide sample off.

But even though you think you have secured the right number of interviews, if, when we receive your ballots back in Des Moines, we find that on one or two of them you have omitted a question or failed to mark the answer legibly, we will have to throw the whole ballot out. This is just as unfortunate as if you had failed to call upon that person in the first place.

Since even the most careful person is likely to make an accidental slip once in a while, the only sure way to guard against this is to review each question on each ballot before you bring the interview to an end.



You can do this gracefully by saying something like, "Now just one moment more please, while I check back to make sure I have not overlooked anything."

VI. A FEW ADDITIONAL POINTS

1. Record Accurately the Factual Data on Each Respondent Which Is Called for at the End Of Each Ballot:

The reason for this was set forth earlier in the explanation of the ballots. (Point 2, under Section I).

2. Do Not Interview More Than One Person At a Time:



A person might be reluctant to give you his true feelings on a certain question if he thought he were being overheard by a friend or neighbor who might later quote him on that subject in his community.

Furthermore, if two people are answering the same question simultaneously, the answer of one might influence the answer of the other.

3. Do Not Interview More Than One Person In Any One Household:

The sample, as we have scientifically worked it out, calls for one person in each household. Since several persons within the same household would tend, more often than not, to hold the same opinion on a given subject, it would obviously throw the weight of the sample off to interview 3 people in one house and only one in the house next door.



4. Do Not Interview by Telephone:



Obviously this is impossible, if you are to secure your interviews by economic classifications—as called for by your interview order.

But even if this were possible, the telephone interview would not be authorized because it is not possible to secure answers with the degree of accuracy or objectivity which can be obtained in a personal interview.

5. Train a Substitute for Emergencies:

Since we count implicitly on every interviewer's delivering to us the required number of interviews within the required time, we suggest that you train a substitute in case a sudden illness or other emergency should make it impossible for you to secure the interviews yourself.

If you do use a substitute, we suggest that, at your earliest opportunity, you check back on 3 or 4 of her calls to make sure that she was actually there and that she actually recorded the data accurately. We have developed several unique and subtle methods for detecting falsified ballots. But, obviously, if there is any falsification, it would save time if you made that discovery and telegraphed us to that effect before our own ballot-analysis had been started.



6. If Impossible for You or a Reliable Substitute To Handle an Interviewing Assignment, Telegraph Us, Collect, Immediately:



In such an event, we will then try to secure another interviewer in a comparable community, whose interviews can be substituted in the cross-section for yours.

This is, of course, difficult to arrange at the last minute. But it is preferable to not having any interviews at all for that segment of our sample which your interviews represent.

Summary-

- 1 Upon receipt of assignment, study contents carefully.
- 2 Use brief approach.
- 3 Ask questions exactly as stated.
- 4 Don't change order of questions.
- 5 Be entirely impartial and unprejudiced.
- 6 Take down reasons word-for-word.
- 7 Check over your ballot at end of each interview.
- 8 All interviewing is to be kept strictly confidential.

a field staff for a state or local poll is whether or not state correspondents for the sponsoring newspaper should be used as field interviewers. The Iowa Poll has never used state reporters for the Register and Tribune as interviewers. As a general precaution, it appears better not to use them. It is possible that respondents may be reluctant to talk to interviewers if they also serve as state reporter for that area. If the newspaper which he represents has extreme editorial policies favoring one political party, then there is the possibility respondents will be influenced by this fact and knowing that the interviewer is a reporter for that newspaper.

One of the most important functions of an interviewer is that he remain completely objective in performing his job. Therefore, it seems that the first precaution to be taken to insure the objectivity of the poll, especially in the minds of the respondents, is to stay away from the newspaper staff as much as possible.

When securing interviews for The Iowa Poll, interviewers do not associate the poll with The Register and Tribune. That is, the interviewers will say "I represent The Iowa Poll.....".

Ballot #89 is now ready to be mailed to the 60 interviewers all over the state. Their assignments (number of interviews) range from seven to twenty-five, depending upon where they are located. The assignment is recorded on the Order and Report sheet (Fig. 22) and specific instructions are contained in the Explanatory Bulletin (Fig. 22).

With his assignment, the interviewer also receives a Supplementary Report form (Fig. 22) which is designed to get information from

the interviewers concerning their experience in handling the current ballot. For example, we learn from the Supplementary Report that the respondents liked some questions better than others, that some words or questions were hard to understand. The interviewers record this and other vital information which aids the office staff in improving the following ballots.

The interviewer also receives "The Iowa Poll Reporter" with each assignment (Fig. 22). This is the interviewers' monthly news-letter, and tends to keep them in closer touch with the activities of the poll and fellow interviewers.

Interviewing Problems. One important problem which confronts most polls is the turnover of the field staff. In the early stages of the poll, this will probably be greater than after the poll has established a smooth-working organization. As was mentioned before, The Iowa Poll has had a minimum of difficulty with the turnover problem. This is mostly due to Dr. Meier's special technique of setting up shifting interviewing points, which provide alternate stations to be substituted if a last-minute resignation comes in or if it is impossible to replace an interviewer at his present station. To keep a backlog of interviewers on file, we have found the classified advertisement best serves this purpose.

Sometime during the year, the interviewer is likely to be away from his home anywhere from a week or longer, or he is likely to be sick sometime during the year. For one reason or another, it is a safe guess that a majority of your regular interviewers will have to miss an assignment now and then. This is to be expected, and an interviewer is not eliminated because of this. Instead, we urge every interviewer to train one substitute who can take over his assignment on short

notice in the event he is sick or must leave his community for a short period.

The Iowa Poll has discovered very few cases of dishonest interviewing. One reason this is true among state polls is that the interviewers are working close to the home office. Also, interviewers on a state poll seem to have a great interest in the poll, and any incorrect ballots are more probably due to carelessness and lack of understanding than deliberate dishonesty.

However, we keep a constant check on the work of the interviewers. There are several ways in which interviewers can be checked. For one thing, there is the similarity of answers on write-in questions which could indicate carelessness. Take a simple open-end question like "How do you describe lend-lease?" where the interviewer is required to write down the respondents' answers verbatim. If we find that the wording of the answers to this question is running pretty much the same on all of one interviewer's ballots, then we regard this as a danger sign and apply other checks to the validity of his work.

Another danger sign is the appearance of the ballots themselves. If the ballots are about as neat when they are returned as they were when mailed out, then it is a pretty fair assumption that the interviewing was not done correctly. Ballots just naturally get messed up some during the course of intensive interviewing. There are other checks such as omissions on the ballot, erasures on the ballot, the comments which they record, and several others which can tip us off to shady interviewing.

However, in fairness to the interviewers, it should be pointed out that some bad interviewing may be the fault of the polling office staff. In other words, if the assignment and ballot are not constructed

in a clear and understandable manner, then the interviewers may have good reason to turn in incorrect ballots. Therefore, particular care must be taken to be sure that the interviewer is not overloaded; that he is not given impossible assignments; and that the ballots are of reasonable length and clearly put together.

One interviewing problem which is hard to control, even hard to recognize, is interview bias. One prerequisite of an interviewer is to remain objective throughout the interview. If he can do this, there will be no problem of interview bias. As far as we can tell, interview bias has not been a critical problem for The Iowa Poll. We do not mean that it does not exist here, for it probably does to some extent, but we have no evidence that it has seriously affected the results of the poll.

In our instructions and during training periods, we greatly emphasize the need for objective interviewing. We repeat it in the Explanatory Bulletin, and stress it particularly when we are asking a highly controversial question, such as control of liquor by the drink or preference of presidential candidates.

Tabulating The Results. The interviewers have four days in which to complete their assignments. Therefore, Ballot #89 is mailed back to the office Sunday, August 24. The first ballots arrive in the office Monday morning and by Tuesday evening the entire sample is usually in the office, ready to be checked and tabulated.

Monday we begin checking ballots for errors of the type we mentioned before. All open-end type of questions must be read thoroughly and their answers coded. Also, many control questions must be coded. The coding of open-end questions must be a carefully handled

job, for here the answers are determined by your interpretation of the actual words which the respondent has told the interviewer. Answers to most open-end questions can usually be sifted down to about eight different categories.

After the ballots have been checked and coded, the statistical staff, using International Business Machines equipment, transfers the answers from the ballots to key punch cards (Fig. 23). Each answer on the ballot is represented by a number on the punch card, which is recorded by a key punch machine (Fig. 24). One punch card can carry all the answers of a regular size ballot.

If there are 650 ballots in the sample, then there are naturally 650 cards when the punching is completed. These cards are then run through the tabulating machine (Fig. 25), which is also International Business Machines equipment. This machine does all the sorting and counting of answers automatically. By running these cards through the tabulating machine many times, the total sample can be broken down by city, town, farm, men, and women or in any other way desired.

After Ballot #89 has been punched and run through the tabulator, it is ready to be figured into percentages by August 28. Results from the tabulator are recorded on work sheets (Fig. 26), then an office staff member, using a calculating machine, figures the results in terms of percentage.

It should be noted again that all of the statistical work is completed right in our office. The equipment is rented at a monthly fee from International Business Machines. There are several advantages to having this equipment in our office and handled by our own staff.

Figure 24. (Key Card Punch machine. By using the simple twelve-position keyboard, answers are recorded on the key punch card in the form of punched holes.)

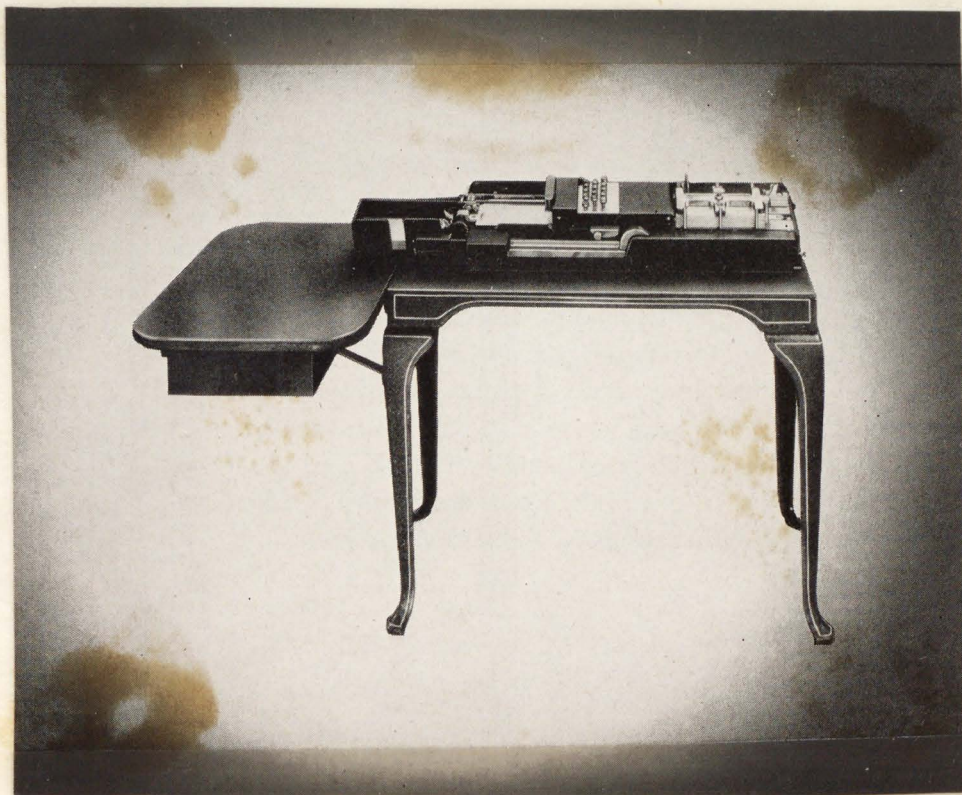


Figure 25. (Tabulating machine. This machine counts and sorts the punched cards and records the figures on the auxiliary counting board shown at the top of the tabulator.)



Figure 26. (Work sheet used for question #1 of Ballot #89.)

BALLOT #89		CITY		TOWN		FARM		TOTAL		MEN		WOMEN	
DATE	8-20-47												
PAGE	1	%		%		%		%		%		%	
1. Safer Drivers	3												
men	1	52.3	157	49.6	64	45.1	93	49.4	314	63.8	208	34.3	106
Women	2	19.0	57	19.4	25	19.4	40	19.2	122	8.0	26	31.1	96
Same	3	23.7	71	29.5	38	31.1	64	29.3	173	23.6	77	31.1	96
No opinion	4	5.0	15	1.5	2	4.4	9	4.1	26	4.6	15	3.5	11
Total Answers		100.0	300	100.0	129	100.0	206	100.0	635	100.0	326	100.0	309
No Answers	0												
Total Cards			300		129		206		635		326		309

By having this equipment in the office, we are able to keep pace with the news, for our schedule can be adjusted to any situation that arises. If we want to rush through a special poll, which often is the case during political elections, we are assured of getting the results without delay. In addition, if we need a special breakdown for a release, it is only a matter of 15 minutes before it is available. From the standpoint of the other activities of the research department, it affords an opportunity to expand operations. With this equipment at our fingertips, it is possible to conduct numerous readership surveys which would be otherwise dropped from our schedule and reduces the cost of these special readership surveys. The department is also in a better position to render special services for the various departments in the organization.

Editing The Iowa Poll. The statistical staff completes figuring percentages on Ballot #89 by about August 28. At this time, the work sheets are turned over to the General Manager and Research Editor who decide upon the order in which the releases will be published.

It was decided that the questions covering Iowa schools would be reported as the first release from Ballot #89, and would be published in the September 7 Sunday Register. (Fig. 27). The Research Editor then studies the figures on Iowa schools, checks these findings against any previous questions about Iowa schools. He goes back to the clipping file for Ballot #89, collects the articles about Iowa schools to see if they can be tied in with the release. The release is written and edited by Friday, August 29, and on Monday it is sent to the managing editor who sends it on to be set up in type.

Figure 27. (Questions about Iowa schools from Ballot #89 were finally published in this form in the September 7, 1947, Sunday Register.)

Majority of Iowa Adults Rate Schools Excellent or Good

With more than half a million Iowa students starting back to school this month, a strong majority of the adult population feels that grade, high schools and colleges in the state are doing an excellent or good job, THE IOWA POLL finds.

Only about one out of four Iowans gives suggestions for improving Iowa schools. The need for more and better trained teachers together with increased teachers' salaries is stressed most by those making suggestions.

Some Iowans think Iowa high schools could do a better job if more and better trained teachers were hired together with increased teachers' salaries, students received more discipline in classes, more practical or vocational courses were stressed.

High schools in Iowa are reviewed through the following:

"Do you think the high schools here in your community are doing an excellent, good, only fair or poor job?"

	Total	City	Town	Farm
Excellent	18%	21%	16%	15%
Good	54	48	55	62
Fair	14	13	19	12
Poor	2	2	2	1
No opinion	12	16	8	10

Among Iowans with grade and high school education

to plant this fall

See Fall Bulbs

DOLLAR SPECIALS

year the flowers from Burpee's Holland Bulbs were eager and more beautiful than ever before, there will be a greater demand this fall. To be sure of yours, here are popular kinds, at special prices—order right away!

Giants Trumpet Daffodils
Glorious long trumpets in yellow, red, and bi-colors, mixed.

Long, strong stems—ideal for beds, borders, and bouquets.
17 BULBS \$5.00
Very special: 100 Bulbs \$5.00

Red-Cupped Daffodils
Cups are attractively marked in shades of blue, yellow, orange and red; the petals are striking combinations of deep red, pink, white, mixed.

6 BULBS \$3.50
25 Bulbs \$3.50

Fragrant Hyacinths
For fragrance, stately spikes, lovely colors, Hyacinths lead the way. Shades of blue, yellow, orange and red.

W. Atlee Burpee Co.
155 Burpee Building
Clinton, Iowa

Send postpaid the guaranteed Burpee Bulbs checked below (packing charges included free).

913-1741 Giant Trumpet Tulips 8 Bulbs \$1.00 □ 50 Bulbs \$5.00
9378-Red Emperor Tulips 7 Bulbs \$1.00 □ 25 Bulbs \$2.50
9342-Fantasy Parrot Tulips 9 Bulbs \$1.00 □ 25 Bulbs \$2.50
9544-Large Toward Cross 60 Bulbs \$1.00 □ 100 Bulbs \$1.50

Enclosed is \$
At proper planting time, Diamond Jubilee Rose plants, send postpaid.
CHECK HERE TO SAVE \$1.00—3 plants for \$3
Name _____
Address _____
□ Send 48-page full-color catalog FREE.

WORLD'S LARGEST ROSE GROWERS
995 Rose Lane, Newark, New York

New 48-page natural-color Fall Catalog sent FREE. Also FREE—
with your order—the helpful new J & F Home Garden Guide. Mail coupon now to
J & F Home Garden Guide, Newark, N. J.
Name _____
Address _____
□ Send 48-page full-color catalog FREE.

Order Direct
From This Ad
You may have more than one lot of a kind if wanted

Large Fragrant Hyacinths
For fragrance, stately spikes, lovely colors, Hyacinths lead the way. Shades of blue, yellow, orange and red; the petals are striking combinations of deep red, pink, white, mixed.

6 BULBS \$3.50
25 Bulbs \$3.50

W. Atlee Burpee Co.
155 Burpee Building
Clinton, Iowa

Send postpaid the guaranteed Burpee Bulbs checked below (packing charges included free).

913-1741 Giant Trumpet Tulips 8 Bulbs \$1.00 □ 50 Bulbs \$5.00
9378-Red Emperor Tulips 7 Bulbs \$1.00 □ 25 Bulbs \$2.50
9342-Fantasy Parrot Tulips 9 Bulbs \$1.00 □ 25 Bulbs \$2.50
9544-Large Toward Cross 60 Bulbs \$1.00 □ 100 Bulbs \$1.50

Enclosed is \$
At proper planting time, Diamond Jubilee Rose plants, send postpaid.
CHECK HERE TO SAVE \$1.00—3 plants for \$3
Name _____
Address _____
□ Send 48-page full-color catalog FREE.

WORLD'S LARGEST ROSE GROWERS
995 Rose Lane, Newark, New York

New 48-page natural-color Fall Catalog sent FREE. Also FREE—
with your order—the helpful new J & F Home Garden Guide. Mail coupon now to
J & F Home Garden Guide, Newark, N. J.
Name _____
Address _____
□ Send 48-page full-color catalog FREE.



It was decided to publish the series of questions about college athletes as the second release from Ballot #89. This release was published Sunday, September 14, and therefore was tied in with the opening of college and high school football for 1947. The series about the United Nations was published on September 21, in connection with United Nations week, and the set of questions on the high cost of living appeared in the September 28 Sunday Register.

In composing these releases, the Research Editor checks the individual ballots for significant comments which lend sparkle to the releases.

An important function of the Research Editor is comparing trends of opinion. Many of the questions we use are "trend questions", and they present interesting releases when several are compared. For example, the topic of Russia has always created interesting trend questions. In asking a trend question, we use the exact wording in each poll. We composed a question on Russian motives back in May of 1946, and have asked the same question four different times. In August of this year we asked this question again, and it was the basis of a very interesting release (Fig. 28).

Of course, trend questions are always very useful during an election year where the popularity of the candidates can be measured from month to month.

Besides writing the regular weekly release, the Research Editor composes the articles for the weekly mat service, codes ballots, and authors all readership and market reports which originate from the research department.

In order to keep the questions of every Iowa Poll at our fingertips, each question is mounted on an index card and placed in a card file according to subject. In the past three and one half years, The Iowa Poll has asked approximately 1,800 different questions on general topics of the day. After the printed form of Ballot #89 is available, the Research Editor places it in the subject file.

Forecasting Elections. Like many other public opinion polls, The Iowa Poll has subjected itself to the acid test of forecasting the outcome of elections. The social usefulness of election predictions is a moot point. However, election forecasts appeal to a wide segment of the public and are, therefore, of journalistic value. It must also be recognized that the performance of public opinion polls in the forecasting of elections has doubtless served to accelerate public acceptance of the new science of public opinion research through sampling methods.

Prior to elections, The Iowa Poll makes several surveys, at frequent intervals. The field work for the final one is completed at the last possible moment. Larger samples are also employed, to further reduce the mathematical margin of error.

The Iowa Poll has, of course, been confronted with the basic problem in election forecasts: the estimating of turnout or the separating of voters from non-voters in the sample. A representative cross section as such is not a reliable base for an election prediction, since all of the potential electorate does not go to the polls.

There is evidence that the size of the turnout in relation to the total potential electorate relates to the character of the vote. Thus, in analyzing pre-election surveys, close attention must be given

to various groups separated on the basis of the likelihood of their actually going to the polls.

The performance of The Iowa Poll in the election forecasts was made a matter of record in an American Institute of Public Opinion release for January 1, 1947. It was reported there that polling organizations had on the average come within four per cent of the precise division of the vote during an eleven year history. The Iowa Poll's average for two elections in 1946 was 2.8 per cent. (Fig. 29) This average was on the basis of specific candidates. On the basis of predicting the division of the vote between Democrats and Republicans for all state offices, the deviation from perfect accuracy was considerably less.

* * *

Figure 29. (Follow up story of The Iowa Poll's successful prediction of the 1946 Republican primary election.)

THE DES MOINES REGISTER

JUNE 7, 1946

Bulls-Eye by Iowa Poll On Blue-Olmsted Race

The forecast by THE IOWA POLL of Gov. Robert D. Blue's majority in the primary election was accurate within a fraction of one per cent.

This survey printed in The Des Moines Sunday Register last Sunday indicated a majority for Governor Blue of 63.2 per cent. Blue's actual majority is 63.4 per cent, based on unofficial returns.

After the result became apparent Tuesday, Dr. George Gallup, head of the American Institute of Public Opinion, wired Henry J. Kroeger, general manager of The Iowa Poll:



"Congratulations to you and the members of your field staff. We are happy that the scientific sampling method has again proved its value as an accurate method of gauging the public mind."

Edward G. Benson, statistician in the office of the American Institute of Public Opinion at Princeton, N. J., also wired:

"Heartiest congratulations on the bulls-eye scored by your pre-primary survey. Your results show accurate sampling and attention to 'turnout' factor and provide another example of carefully conducted polls."

In the pre-election Iowa Poll survey, among Republicans who recalled voting in the 1944 primary, 55 per cent preferred Blue, 32 per cent Olmsted and 13 per cent were undecided. By proportioning the undecided vote in the ratio of those who expressed preferences, the projected majority of 63.2 per cent results.

Eldora Issue.

C. C. Clifton in a post-election analysis in The Des Moines Register, Wednesday, stated that "The Eldora issue is a political dud."

Iowa Poll surveys substantiate this observation. In late 1945

all-time high for public interest as revealed by The Iowa Poll.

By asking people whether they had heard or read anything about the trouble at Eldora, it was found that 96 per cent had paid some attention to the situation. The next highest in the public mind, as revealed by The Iowa Poll, was the United Nations charter last year which commanded the attention of 65 per cent.

Public Service.

The Iowa Poll was established in late 1943 by The Des Moines Register and Tribune as a public service to Iowa, to enable Iowa people to know what Iowans think on important issues of today.

★ ★ ★

The basic steps which precede each state-wide opinion survey by the Iowa Poll are as follows:

1 The questions which are used by the interviewers in printed ballot form are prepared by a staff and approved by an advisory board of 16 outstanding Iowans.

Topics are selected according to their news significance or long range importance to Iowa. The wordings are carefully tested to make sure that they are impartial and understandable.

2 The number of Iowans to be polled is made sufficiently large to insure statistically reliable findings which will reflect accurately the views of all adult Iowans.

3 The Iowans to be polled are selected to insure a true cross section or miniature population of the state.

Each time, the cross section gives proper proportionate

CONCLUSION

Besides The Iowa Poll, there are five state and local polls which are well established today. They are The Minnesota Poll, The Texas Poll, The Philadelphia Bulletin Poll, The Washington Post Poll, and The California Poll. Scattered reports have other polls operating at Buffalo, New York, Salt Lake City, Utah, Columbus, Ohio, and Louisville, Kentucky. There are probably more, there doubtless will be many more added to these lists.

This local slant to measurement of public opinion seems to be here to stay. It has found its place in the community. It belongs now. It is recognized along side The Gallup Poll, The Fortune Poll, and The Denver Poll. It is as important to the community it serves as the national polls are to the nation they serve.

Besides sponsoring last December's state and local poll conference, the American Institute of Public Opinion offered to train at Princeton anybody who was interested in starting a state or local poll.

The state and local polls together with the national polls have taken a firm step forward recently when they began organization of public opinion polls into an association to build and maintain the high standards of public opinion measurement. This association, which met this month at Williamstown, Mass., placed state and local poll members in important positions.

There is a bright future for the state and local poll. The possibility of expansion are tremendous, for a local poll can be set up in every large or small area and provide a medium for measuring public opinion in that area. The Iowa Poll and its operations are just beginnings in a land where American journalism and ingenuity can drive the state and local poll to greater achievements.

Appendix

(General Topics Covered by The Iowa Poll)

Advertising	France	Old Age Assistance
Administration	Freedom	O.P.A.
Air Mail	Free Enterprise	
Airplanes		Past Presidents
Airports	Gardens	Peace Conferences
Americans	Germany	Pearl Harbor
Argentina	G. I. Bill of Rights	Poland
Armed Forces	Great Britain	Political Campaigns
Atlantic Charter	Greece	Portugal
Atomic Energy		Public Offices
Automobiles	Health	
Aviation	Heating	Racial Desccrimination
	Holidays	Radio
Bowles, Chester	Hollywood	Rationing
Breakfast	Home Appliances	Real Estate
Business	Home Furnishings	Religion
Buying	Housekeeping	Republican Party
Byrnes, James F.		Residence
	Ickes, Harold	Roosevelt, Franklin D.
Cabinet (U.S.)	Income	Russia
China	Industry	
Christmas	Inflation	Salvage
Churchill, Winston	Installment Buying	San Francisco Conference
Coal	Insurance	Savings
Communism	International Armies	Schwollenbach, L.
Congress	Iowa, State of	Selective Service
Congressmen	Iowans	Senators
Construction	Iowa Poll, The	Sherman Anti-Trust Law
Conventions	Iowa State Fair	Smoking
Cost of Living		Social Security
Curfew	Japan	Soldier Bonus
	Jews	Spain
De Gaulle, Charles	Jones, Jesse	Sports
Democratic Party	Juvenile Delinquency	Standard of Living
Depression		Stassen, Harold E.
Dewey, Thomas	Labor	State Legislature
Diseases	Labor Disputes	Supreme Court
Divorce	Labor-Management	Surplus War Property
	Labor Unions	
Education	League of Nations	Taft, Robert
Elections	Lend-Lease	Tariffs
Electorial Vote	Lewis, John L.	Taxes
Employment	Lindbergh, Charles	Time
Esquire Magazine		Treaties
European Reconstruction	Mail Order	Truman, Harry S.
Expenses	Meat	
		Unemployment
Famine Relief	National Labor Relations	United Nations
Farming	Law	United States
Fashions	News	United States Fleet
Food	Newspapers	

(Cont'd, General Topics)

Vacations
Veterans
Voting

Wages
Wallace, Henry A.
War Criminals
War Dead
Warfare
War Powers
War Workers
Weather
Winchell, Walter
World War I
World War II

(Farm Topics Covered by The Iowa Farm Poll)

Anderson, Clinton	Recreation
Beef Cattle	Repairs
County A.A.A.	School Lunch Program
Construction	Social Security
Corn Acreage	Soil Conservation
Equipment	Subsidies
Famine Relief	Vacations
Farm Chores	Water Supply
Farm Programs	Workers Social Security
Farming Career	
Farming Outlook	
Feed	
Government Agencies	
Grain Ceilings	
Grain Relief	
Hogs	
Home Canning	
Iowa State Fair	
Livestock	
Pork	
Poultry Production	
Price Control	
Prices (Future)	
Price Supports	
Parity Prices	