

PUBLIC OPINION

1935-1946

Under the editorial direction of
HADLEY CANTRIL

Prepared by Mildred Strunk

PRINCETON, NEW JERSEY
PRINCETON UNIVERSITY PRESS
1951

	Mar '39	Mar '40*	June '41**	Nov '41†	Apr '42‡	1%
Shinwell.....	—	—	—	—	—	—
Churchill.....	7%	25%	—	—	—	—
Sinclair.....	—	—	1%	1	—	—
Duff Cooper.....	2	—	1	—	—	—
Hoare.....	2	—	—	—	—	—
Alexander.....	—	—	—	1	—	—
Others.....	2	23	7	—	2	—
Don't know; no opinion.....	35	11	18	24	—	—
None could take his place.....	—	—	10	3	—	—
No name mentioned.....	—	—	—	—	17	—
Simon.....	4	—	—	—	—	—
Miscellaneous.....	—	—	—	3	—	—

	July '42‡	Nov '42‡	Apr 4 '43§	Mar '44§§
Eden.....	34%	39%	48%	55%
Cripps.....	28	24	16	5
Bevin.....	3	4	7	3
Attlee.....	3	3	3	4
Beaverbrook.....	3	2	2	2
Hore-Belisha.....	2	1	—	—
Herbert Morrison.....	1	2	2	5
Lloyd George.....	1	1	—	—
Shinwell.....	1	1	1	1
Sinclair.....	—	—	1	1
Woolton.....	—	—	—	1
Greenwood.....	—	—	1	1
No choice.....	20	17	14	15
Others.....	4	6	—	—
Miscellaneous.....	—	—	5	7

* The question was: If Mr. Chamberlain were to retire, whom would you like to succeed him as prime minister?

** If anything should happen to Mr. Churchill, who do you think would be the best man to take his place as prime minister?

† If anything should happen to Mr. Churchill, whom would you like to succeed him?

‡ If anything should happen to Mr. Churchill, whom would you like to succeed him as prime minister?

§ If anything should happen to Mr. Churchill, whom would you like to see succeed him as prime minister?

§§ If anything happened to Churchill, who do you think should succeed him as prime minister?

2. (Great Britain Dec '39) If you had the choice between Mr. Chamberlain and Mr. Churchill, which would you have as prime minister? (BPO)

Chamberlain 52% Churchill 30% No choice 18%

3. (Great Britain June 26 '45) If the Conservatives are returned at the election, whom would you like to see as prime minister? (BPO)

Churchill.....	71%
Eden.....	23
No answer; don't know.....	5
Miscellaneous.....	1

4. (Great Britain June 26 '45) If Labor is returned at the election, whom would you like to see as prime minister? (BPO)

Attlee.....	47%
Bevin.....	13
Cripps.....	10
Herbert Morrison.....	7
Churchill.....	2
Greenwood.....	1
Alexander.....	1
Shinwell.....	1
No answer; don't know.....	15
Miscellaneous.....	3

5. (Great Britain Feb 16 '46) If anything should happen to Mr. Attlee, whom would you like to see succeed him as prime minister? (BPO)

Ernest Bevin.....	27%
Anthony Eden.....	18
Winston Churchill.....	13
Stafford Cripps.....	7
Herbert Morrison.....	7
Aneurin Bevan.....	3
Hugh Dalton.....	2
E. Shinwell.....	2
Arthur Greenwood.....	1
Miscellaneous.....	4
No reply; don't know.....	16

BY POLITICS

	E. Bevin	Churchill	Eden	Cripps	Morrison	A. Bevan	Dalton	Miscellaneous or no choice
Conservative or National Liberal.....	12%	30%	36%	2%	2%	1%	2%	15%
Labor.....	39	4	7	10	12	4	2	22
Liberal.....	27	7	23	10	7	1	3	22
Other.....	8	8	13	20	5	8	—	38
Didn't vote.....	22	12	20	7	3	2	—	34
Refused to answer.....	24	24	20	5	5	—	2	20

HABEAS CORPUS

1. (Canada Aug 10 '46) What do you understand by "writ of habeas corpus"? (CPO)

Correct definition.....	25%
Vague.....	11
Incorrect definition.....	5
Don't know.....	59

HAPPINESS

1. (US Mar 8 '39) Do you think you would have rather lived during the horse-and-buggy days instead of now? (APO)

Yes 25% No 69% No opinion 6%

2. (US Mar 8 '39) Do you think Americans were happier and more contented at that time [during the horse-and-buggy days than they are now]? (APO)

Yes 62% No 26% No opinion 12%

3. (US Mar 8 '39) Do you think Americans were happier and more contented thirty years ago than they are now? (APO)

Yes 61% No 23% No opinion 16%

4. (US Mar 8 '39) Do you wish that you were living in those days [thirty years ago] rather than now? (APO)

Yes 30% No 61% No opinion 9%

5. (US May 18 '39) Ten years from now, do you believe Americans will generally be happier than they are today? (APO)

Yes 42% No 35% Don't know 23%

6. (US Mar 6 '40) If you could be sure of only one of the following, which would you choose—wealth, a happy home, or an interesting job? (AIPO)

Wealth.....	13%
A happy home.....	68
An interesting job.....	19

7. (US Mar 6 '40) Do you feel that you have a happy home? Asked of 68% of the sample who chose a happy home over wealth or an interesting job. (AIPO)

Yes, emphatically.....	50%
Yes.....	39
No, emphatically.....	3
No.....	8

100% of those who
chose a happy home

8. (US Mar 6 '40) Do you find your work interesting? Asked of 19% of the sample who chose an interesting job over wealth or a happy home. (AIPO)

Yes, emphatically.....	28%
Yes.....	27
No, emphatically.....	7
No.....	5
Not employed.....	33

100% of those who
chose an interesting job

9. (US Aug '43) So far as you personally are concerned, do you think the chances are that the next ten years of your life will be exciting ones, just average, or rather dull? Asked of a national cross-section of women from twenty to thirty-five years old. (FOR)

	<i>Exciting</i>	<i>Average</i>	<i>Dull</i>	<i>Don't know</i>
National total.....	43.3%	43.6%	9.3%	3.8%

BY SELECTED GROUPS

Single women (20-24 years).....	53.8%	35.0%	6.5%	4.7%
Opinions of unattractive women.....	26.1	44.9	21.7	7.3

10. (US Apr 10 '46, France July 16 '46, Canada Oct 12 '46) Will you tell me in your own words what the word "happiness" means to you? (AIPO, FIPO, CIPO) (Great Britain Dec '46) What does happiness mean for you? (BIPO)

	UNITED STATES	FRANCE		CANADA	GREAT BRITAIN
	%	Men	Women	%	%
Contentment; freedom from worry; adjustment to surroundings; peace; quiet.....	44	14	10	32	14
Marriage; family; children; happy home life; good husband; good wife.....	17	8	10	19	33
Money; sufficient money; good wages	12	47	36	38	12
Wealth.....	—	10	11	—	—
Health; physical well-being; comfort	16	21	22	18	15
Success in chosen work; achievement; security; absence of fear; congenial work; good job; having plenty to do.....	15	—	—	6	14

	UNITED STATES	FRANCE		CANADA	GREAT BRITAIN
	%	Men	Women	%	%
Love; affection.....	1	1	5	—	—
Understanding people; making other people happy; being unselfish; interest in life; morally good things; helping others; living a good life.	6	—	—	—	5
Getting along with people, congeniality; good friends.....	4	—	—	7	3
Having fun; enjoyment; doing as I please; being my own boss; enjoying hobbies.....	2	—	—	—	6
Religion; obeying God's will.....	2	—	—	2	1
Wisdom.....	—	8	9	—	—
Living in a free country.....	—	—	—	3	—
Everything going smoothly.....	—	—	—	—	2
Having enough to eat.....	—	—	—	—	2
Miscellaneous or vague answers....	7	17	16	13	9
No answers; don't know.....	5	30	29	6	7

Percentages... 131* 156* 148* 144* 123*

* Percentages add to more than 100 because some respondents gave more than one answer.

11. (US Apr 10 '46, France July 16 '46, Canada Oct 12 '46, Great Britain Dec '46) In general, how happy would you say that you are—very happy, fairly happy, or not very happy? (AIPO, FIPO, CIPO, BIPO)

	Very happy	Fairly happy	Not very happy	Not at all	No answer	Don't know	Other answers
US.....	39%	50%	8%	1%	2%	—	—
France.....	8	44	40	—	—	3%	5%
Canada.....	32	55	10	3	—	—	—
Great Britain..	38	56	—	6	—	—	—

12. (Canada Oct 16 '46) If you could choose, which one of these periods of history would you prefer to live in? (CIPO)

In the present.....	57%
100 years from now.....	13
Gay nineties.....	12
Time of Christ.....	3
Middle ages.....	3
Early 19th century.....	2
Elizabethan.....	1
Other.....	1
Can't choose.....	8

HEATING

1. (US Dec 10 '43) Do you use oil to heat your home? Asked of a national cross-section of women who do the family marketing. (NORC)

Yes.....	14%
No.....	70
Don't live in independent dwellings.....	16