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Businessmen's Ideas for Recovery Found More Popular Than Pres. Roosevelt's in National Survey

Trend Toward Older Economic Ideas Seen In Majority View

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NEW YORK, Feb. 14—Important new evidence that the trend of American public opinion today is toward relatively orthodox economic thinking rather than toward the newer economic views of administration leaders



is contained in the results of an American Institute of Public Opinion survey dealing with the present state of business.

Since 1932 the issue has been whether the ideas of business or the ideas of the New Deal should prevail in the attempt to bring about economic recovery. Democratic leaders have contended that the old orthodox views of businessmen put the country into depression and that the New Deal

is bringing it out of depression. Does the public share this view? Do the voters look more to the administration than to big business for help in solving present-day economic problems?

To resolve this issue the American Institute put the following question to a cross-section of voters in every state:

"Do you think that, to create new jobs and reduce unemployment, it would be better to follow the ideas of big businessmen or the ideas of the Roosevelt administration?"

The vote was:

Voters Saying Businessmen	55%
Voters Saying Administration	45

One interesting sidelight is that more than one-third of Democratic voters think it would be better to follow the ideas of businessmen rather than the administration. The party vote follows:

	Favor Businessmen	Favor Administration
Democrats	36%	64%
Republicans	96	4

Political Implications

Seen in Vote

If dissatisfaction with the economic ideas of the New Deal increases, there may be important political repercussions. In fact, such repercussions are already be-

ginning to show themselves. The November election showed a marked trend toward the Republican party in a band of states stretching from New England to the Middle West. And a recent Institute study found that many voters are now beginning to link prosperity and the Republican party together in their minds. This study asked voters:

"Do you think business would be better or worse today if we had a Republican president?"

Among those who expressed an opinion, the majority said they thought business would be better under a Republican president. The vote of those with opinions was:

Better Under Republican	60%
Worse Under Republican	40

Virtually all Republicans (96 per cent) with opinions said "better". But as many as one-third (33 per cent) of Democrats with opinions also said "better".

If the trend of sentiment continues away from the economic thinking of the New Deal, it seems clear that the Democrats will face a difficult problem in 1940. They will have to combat the feeling that prosperity would be made more certain by following the ideas of big business and by returning to Republican leadership. And their problem will be intensified if, in 1940, there happens to be a downswing in the business cycle.

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