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AMERICAN INSTITUTE OF PUBLIC OPINION
PRINCETON, NEW JERSEY

Americana: Feminine Apparel Dept.

Women in Slacks? Okay at Home but Not in Public

By GEORGE GALLUP

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PRINCETON, N. J., February 6—Women who insist on wearing slacks while shopping or elsewhere in public should be aware that a considerable number of other women with opinions on the subject turn thumbs down on the fad.

What is probably more important to style-conscious women,

however, is the fact that more men disapprove of slack-clad women in public than approve.



Both men and women, probably feeling that a woman's house is her castle, say that slacks are

an appropriate garment around the home.

The whole subject of slacks for women was brought to public attention in recent weeks by the furore over the case of a school girl in a New York town who insisted on wearing them to classes against the objections of school authorities.



While asking representative voters throughout the country questions on more weightier subjects, Institute interviewers took a moment out to ask this one:

"Do you approve or disapprove of women of any age wearing slacks in public, that is, for example, while shopping?"

Here is how men and women voted:

	Men	Women
Approve	34%	30%
Disapprove	39	49
Indifferent	22	15
No opinion	3	1
Qualified	2	5

People giving qualified answers generally placed the matter on an individual plane with such answers as:

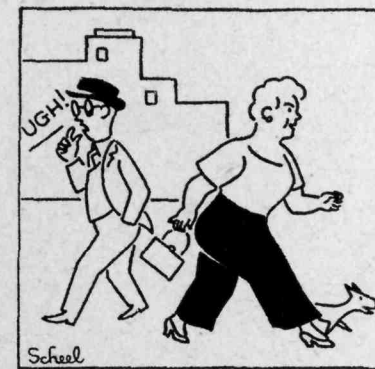
"Alright, if they become the wearer;" "if they fit;" "only for younger women;" "if the wearer is not too fat;" and "it depends on both the occasion and the lady."

Age has a lot to do with one's attitude toward feminine slacks. The younger a person is the more inclined he or she is to be open-minded on the subject.

Younger women vote approval of slacks, but those over fifty years of age strongly oppose them. Likewise, many men under fifty think slacks are not such a bad idea, while most over that age cast a dignified vote of disapproval. Whether the opinions of men carry much weight with women is questionable. Fashion experts are generally agreed that women do not dress mainly to please men, but with an eye to what other women will think of their clothes.

As might well be expected sports fans are not as vigorously opposed to female trouser-wearing as other men and women.

Public sentiment on high school girls in slacks instead of frocks follows the same general pattern except even more women voice disapproval and fewer are indifferent. The case in Camden, N. Y., was settled when the local school board voted to readmit the student—wearing slacks.



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Norman in slacks? Okay. at
home but, not in Public
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