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REPEAL OF OLEO TAXES GETS WIDE VOTER SUPPORT

76% in Poll Favor Abolishing Special Levies as Hearings On Oleo Bill Begin in House

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PRINCETON, N.J., Mar. 4 -- As the perennial fight to abolish oleomargarine taxes was renewed this week with hearings before the House Agriculture Committee, a larger vote than ever for repeal is found among voters polled by the Institute.

At this time last year 69 per cent said they favored doing away with the special taxes on oleo; this year the vote is up to 76 per cent in the

latest test of sentiment conducted by the Institute.

Farmers are much less in favor than city folk. Consumers who use oleo are al-



most unanimous in their desire to see the levies removed. Among people who use butter only, the vote is a good deal

smaller but is still a majority.

The trend of sentiment is shown in the vote on the following question:

"There are now certain taxes and fees which dealers

who handle margarine have to pay which they do not have to pay on butter. A bill has been introduced in Congress to do away with these taxes and fees on margarine. Do you favor or oppose this bill?"

	Favor	Oppose	No Opin.
March, 1948. . .	69%	15%	16%
Today. . .	76	15	9

Dairy farmers have of course long been opposed to repeal of the oleo taxes. Their opposition is one reason why the farm vote as a whole in today's survey is much more closely divided than the

vote of people in the cities. The extent to which the oleo issue is a city versus farmer affair can be seen in the following vote by size of community:

	Favor	Oppose	No Opin.
Farmers. . .	54%	36%	10%
Towns under 10,000. . .	77	14	9
10,000-100,000 . . .	81	11	8
100,000-500,000 . . .	83	9	8
500,000 & over. . .	84	6	10

How Butter Users Feel

As a special feature in today's survey each person interviewed was asked whether he or his family use butter or oleo or both. The contrast between the vote of butter users and oleo users on repealing the taxes is shown below:

	Favor	Oppose	No Opin.
Oleo users. . .	90%	6%	4%
Butter users. . .	65	23	12

Although both the oleo interests and the butter interests in Washington are doing all they can to win support in Congress for their particular cause, opinion among the rank and file of voters does not split along political lines on this sub-

ject. Today's survey finds that among people who voted for President Truman last November 76 per cent favor abolishing the oleo taxes, while among those who voted for Thomas E. Dewey the proportion is 75 per cent.

In announcing the opening of hearings on the oleo bill, Representative L. Mendel Rivers, Democrat, of South Carolina declared that American housewives spend 13,000 years of toil annually kneading the color into the margarine they buy.