

Today
President Roosevelt's
Popularity

Next Sunday
The Congressional
Election of 1938

November 21, 1937 Name of Paper Page Number

Duke and Duchess of Windsor Welcome to Live Here, Survey Finds FDR'S POPULARITY AT HIGH LEVEL DESPITE SLUMP

Institute Index Shows Roosevelt's Popularity Same as November, 1936

By DR. GEORGE GALLUP
Director, American Institute of Public Opinion

NEW YORK, Nov. 20.—Back in October, 1929, the New York stock market collapsed and values jolted downwards in the greatest crash in history. At the following presidential election the Democrats rode into Washington.

This year another severe October crash wiped out billions of dollars in paper values. Mindful of how the stock market debacle of 1929 turned sentiment against Hoover, observers are speculating on a political riddle:



George Gallup

"Has the slump weakened Roosevelt?"

Today the results of a continuous week-by-week survey, conducted by the American Institute of Public Opinion, give an answer to that question for the first time.

In spite of falling business barometers, the personal popularity of the President is still at a high level. It is not so high as Institute ballots showed it to be last month. The vote in today's survey may be the beginning of a reaction based on the business recession. Nevertheless, at this crucial point in his second term, the Institute finds Roosevelt's following just as great as it was on election day last November.

Last November the voters gave Franklin Roosevelt 62.5 per cent of the major party vote. Today, representative voters in the Institute of Public Opinion survey divide as follows:

For Roosevelt	62.8%
Against Roosevelt	37.2

This does not mean that President Roosevelt's popularity has marched on—month by month—at the same level. There have been sharp dips and recoveries. In the long-drawn battle over the Supreme Court, for instance, the President lost strength for several months. After the Court compromise of last August, however, Roosevelt's line turned upward again on Institute charts.

Roosevelt is actually more popular today than he was at the end of the Court fight, according to the Institute index. Seemingly, the nation-wide dispute over Justice Black has not reacted against the President.

Roosevelt's Popularity—

The Picture As of Today

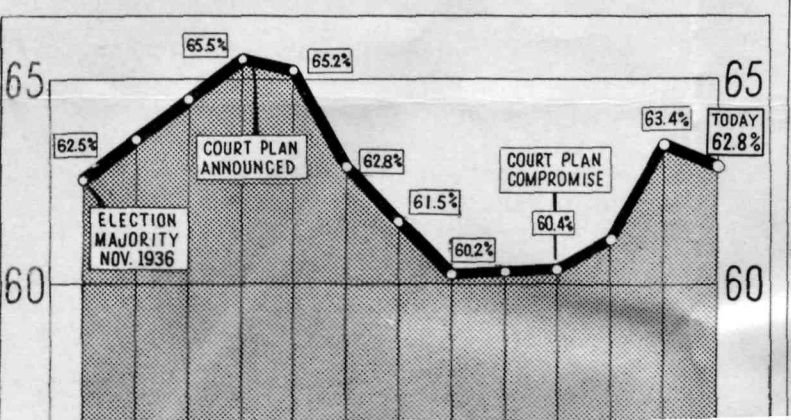
AS far as the President's personal popularity is concerned, here is the picture the Institute survey gives today:

1. Roosevelt holds good-sized leads in every section of the United States. In the states along the Atlantic seaboard, and in the Mid-West farm belt, his personal popularity is greater than it was on election day, 1936.

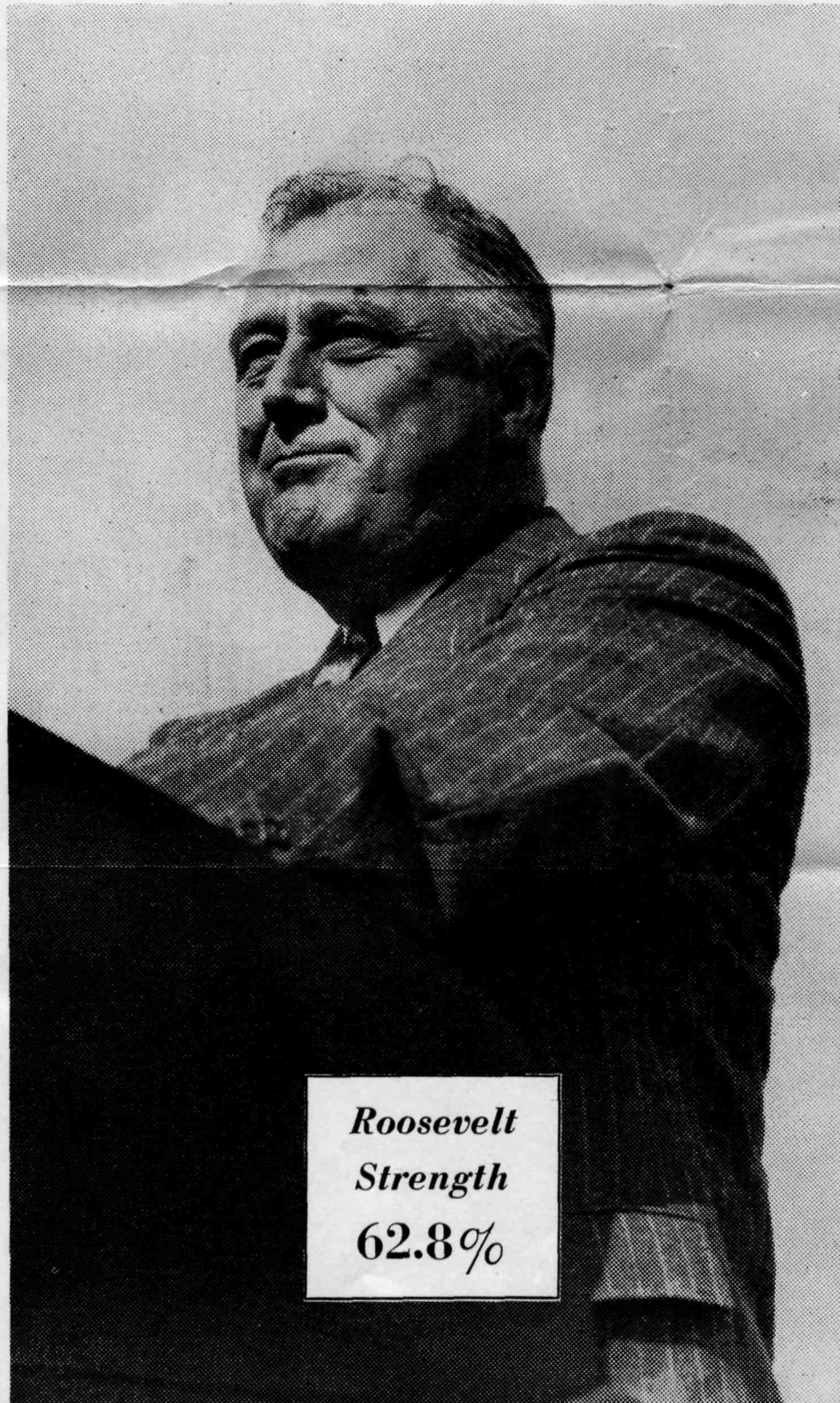
In the South and Far West his strength is approximately the same as a year ago. His only losses appear in the Great Lakes area (Ohio, Indiana, Illinois and Michigan) and in the Rocky Mountain states, where he is from 1 to 5 points lower than he was twelve months ago.

Ohio, Indiana, Illinois and Michigan have been a battleground of organized labor for the last eleven months, and the President's policy

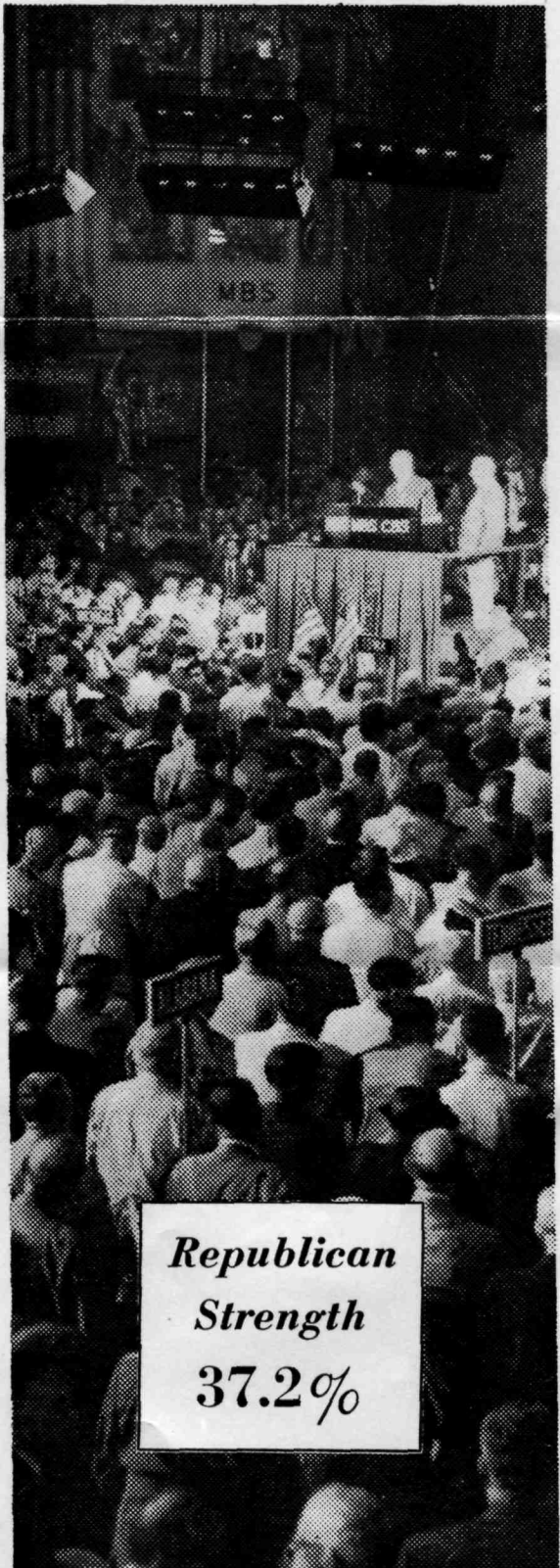
Trend of FDR's Strength in 1937



Roosevelt vs. Republicans Today



**Roosevelt
Strength
62.8%**



**Republican
Strength
37.2%**

U. S. Public Opinion Friendly to Windsors Year After Abdication

By Institute of Public Opinion

NEW YORK, Nov. 20.—Edward Windsor and his American-born Duchess would have a popular welcome wherever they might travel in the United States today, despite labor criticism of the Duke's proposed tour under the direction of Charles E. Bedaux, a nation-wide survey by the American Institute of Public Opinion indicates.

Not only would the Windsors be welcome, but a majority of Americans would like to have them make their home in the United States.

The question which the Institute put to voters in every state and in all walks of life was:



Would you like to have the Duke and Duchess of Windsor live in this country?"

Sixty-one per cent of the voters in the poll answered "yes." Thirty-nine per cent said "no."

First Poll

Just Year Ago

ON November 22, 1936, before the average British citizen had read anything regarding the royal romance, the Institute of Public Opinion published the results of a survey in this country which showed Americans sympathetic to Edward's intended marriage.

By an interesting coincidence, the vote in the early survey was exactly the same as the vote today. Sixty-one per cent of the voters reached thought Edward should marry the American woman. Thirty-nine per cent disapproved.

Two sections of the country, New England and the South, frowned slightly on the marriage of the King to a divorcee, but general public opinion approved.

Rumors that the royal couple might make their home in the United States have been in the air ever since the Duke closed the door of British dominions on himself when he abdicated. Possible royal "lodges" and estates have been pointed out in California, in Maryland and on Long Island.

The following analysis of today's survey shows which sections of the country would likely make the Duke and Duchess most welcome.

WOULD YOU LIKE TO SEE THE DUKE AND DUCHESS OF WINDSOR LIVE IN THIS COUNTRY?

	YES	NO
New England States	51%	49%
Middle Atlantic States	62	38
East Central States	65	35
West Central States	60	40
Southern States	59	41
Rocky Mountain States	68	32
Pacific Coast States	61	39



**The Duke and Duchess
Welcome to America**

organized opposition to a visit by the Windsors of any sort now. Americans remember that Edward visited this country twice before as Prince of Wales, first in 1919 and again in 1924. Probably no young man, other than Lindbergh, ever received such welcomes.

Lindbergh Exile

Roosevelt's Popularity Today

The following tables compare President Roosevelt's share of the major party vote in the presidential election of 1936 with his strength in today's nation-wide survey by the American Institute of Public Opinion, twelve months later:

	Nov., 1936	Nov., 1937	Change
United States	62.5%	62.8%	+0.3
Sections			
New England States	54	57	+3
Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut.			
Middle Atlantic States	60	61	+1
New York, New Jersey, Pennsylvania, Delaware, Maryland, Washington, D.C.			

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**Roosevelt's Popularity—
The Picture As of Today**

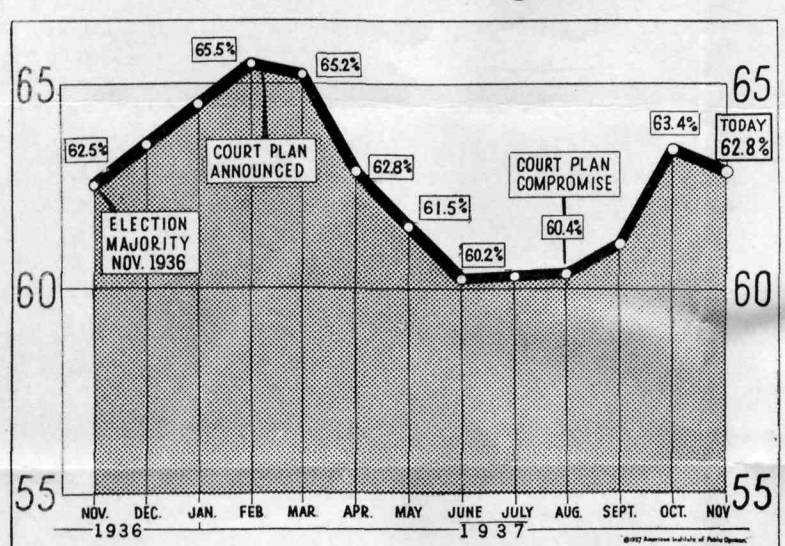
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Ohio, Indiana, Illinois and Michigan have been a battleground of organized labor for the last eleven months, and the President's policy

Trend of FDR's Strength in 1937



The above chart shows the ups and downs of President Roosevelt's popularity in the Institute's continuous index.

regarding the CIO has been criticized by conservatives and middle-class groups there. The Rocky Mountain states previously received heavy PWA appropriations, but were recently served notice—by FDR himself—that public works spending is to halt.

2. The President is stronger in the big cities than in the small towns, though he is nevertheless more popular in the towns than with farm voters.

3. Persons on relief are overwhelmingly (85 per cent) for Roosevelt. Persons in the "lower-third" average 3 to 1 for him. His majority declines in magnitude at each higher income level.

**How Far Would Slump Have
To Go Before Affecting FDR?**

IN spite of his powerful prestige President Roosevelt is on the defensive as Congress convenes for the first of two sessions before next November. The mid-term election will be, as always, a sharp test for the incumbent administration. Meanwhile Congress is faced with a difficult legislative program, and the whole picture is clouded with signs of business gloom.

Last summer the Republicans beat Roosevelt in the Supreme Court fight, but even the Court fight did not permanently damage Roosevelt with the average voter. Would a prolonged business slump shake the average man's confidence? If so, how far would a slump have to go before the President's popularity would be seriously affected?

These are important question marks as 1938 brings around the beginning of a new national election campaign. The Institute is now conducting surveys to discover (1) whether the Democratic party is as popular as the President, and (2) whether public opinion holds the Administration responsible for the business recession in the United States today.

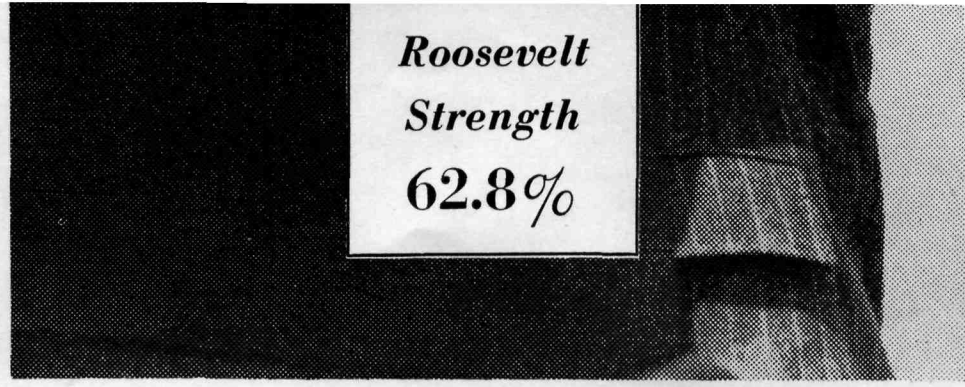
The general public does not expect the slump will be severe. Institute surveys reported two weeks ago in the (NAME OF PAPER), make this clear. Voters overwhelmingly believe that the stock market decline is not a signal of a new depression, and they expect that the next six months will bring better conditions for employment and business.

**Critical Debate—Or an
Era of Good Feeling?**

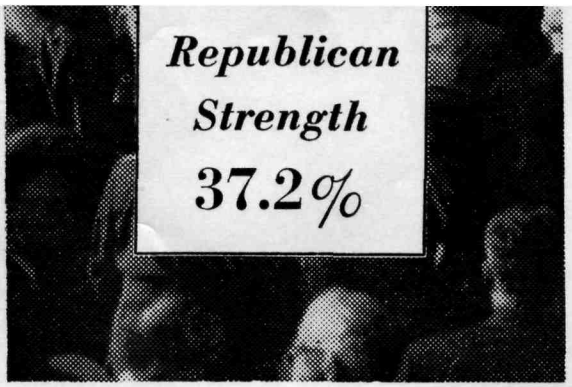
AS the chart above shows, the highest point in Roosevelt's popularity during 1937 was at the time of his inauguration, last January. The tempers of the election campaign had given way to an "era of good feeling," and the President was actually stronger than on election day.

Once before the Institute measured a post-election trend like this. In 1932 Roosevelt polled 59 per cent of the major party vote; but, a year after his inauguration, the Institute found 69 per cent for him.

Four years ago a series of critical arguments over government spending and recovery policy ended the first era of good feeling. The next few weeks in Congress will show whether there are to be more critical arguments or another "era."



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New York, New Jersey, Pennsylvania, Delaware, Maryland, West Virginia.			
East Central States	59	58	-1
Ohio, Indiana, Illinois, Michigan.			
West Central States	61	64	+3
Wisconsin, Minnesota, Iowa, Missouri, Kansas, Nebraska, North Dakota, South Dakota.			
Southern States	76	76	0
Virginia, Kentucky, Tennessee, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Arkansas, Louisiana, Texas, Oklahoma.			
Rocky Mountain States	66	61	-5
Montana, Idaho, Colorado, Wyoming, Utah, Nevada, Arizona, New Mexico.			
Pacific Coast States	68	68	0
California, Oregon, Washington.			

**Speaker Bankhead's Gavel Sounds Opening
Of 1938 Congressional Election Campaign**

**Republicans Seek
Gains in Mid-Term Vote**

By Institute of Public Opinion

NEW YORK, Nov. 20.—When Speaker Bankhead pounded his gavel this week to bring Congress into special session he was sounding, at the same time, the opening gun in the 1938 congressional campaign.

Although the mid-term campaign will not begin officially until many weeks later, the shadow of 1938 is already over Capitol Hill, and much that is said and done from now on will have the election in mind.

In the last two mid-term elections—in 1930 and 1934—the Democrats piled up additional seats in both the House and Senate. But this time Republicans are hopeful that the Democratic wave has reached its peak and will begin to recede.

As today's survey of Roosevelt's popularity shows, however, FDR's personal following is still virtually what it was in November, 1936. Even if the President is not a candidate for a third term, his

personal prestige is bound to affect Democratic candidates for Congress.

The question is: How much will Roosevelt's standing affect the 1938 election?

Is the Democratic party as popular as the President?

The 1936 election shows that Roosevelt was considerably stronger than Democratic congressional candidates last year. The President polled 62.5 per cent

of the major party vote to 37.5 per cent for Governor Landon.

In congressional contests where Democrats faced Republicans, however, the Democrats averaged only 58 per cent in comparison with 42 per cent for the Republicans.

Republicans hope that the huge Democratic bloc of 328 seats in the House of Representatives can be sliced down by 50 or 60 seats.

This might result, they point out, if the 1938 elections show a 10 per cent shift in their favor.

Beginning next Sunday, the American Institute of Public Opinion will report the progress of the 1938 campaign at regular intervals.

**Institute to
Survey Nation**

Just as the Institute conducts a continuous check of President Roosevelt's popularity, ballots will go out regularly to representative voters in every state to gauge the trends of party popularity.

The same methods will be followed which enabled the Institute to forecast the results of the 1936 election with sharp accuracy and which have been tested in scattered state and local elections in 1937.

Next Sunday a complete nationwide survey of the 1938 congressional election will be published for the first time. The survey will show Democratic and Republican strength in each section of the United States, compare it with the voting one year ago, and indicate the shifts in party standing since that time.

**NEXT WEEK —
THE COMING 1938 ELECTION**

One year from this month 435 members of the House and 32 U. S. Senators will face the voters in nationwide elections.

How do the major parties stand today as the race for congressional seats begins?

Would the Republicans gain or lose seats if the election were today?

Next Sunday the American Institute of Public Opinion will answer these questions in the first of a series of surveys to be conducted during the coming year on party popularity in Congress. Read the results of the Institute survey next Sunday in the (NAME OF PAPER).

By an interesting coincidence, the vote in the early survey was exactly the same as the vote today. Sixty-one per cent of the voters reached thought Edward should marry the American woman. Thirty-nine per cent disapproved. Two sections of the country, New England and the South, frowned slightly on the marriage of the King to a divorcee, but general public opinion approved. Rumors that the royal couple might make their home in the United States have been in the air ever since the Duke closed the door of British dominions on himself when he abdicated. Possible royal "lodges" and estates have been pointed out in California, in Maryland and on Long Island. The following analysis of today's survey shows which sections of the country would likely make the Duke and Duchess most welcome.



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**Edward Visited
U. S. Twice**

IF the Duke and Duchess follow out their present plan they will visit the United States later this winter, according to their friends. The couple's new itinerary may omit the tour of U. S. housing and public works projects which drew down a blast from the Baltimore Federation of Labor as a "slumming tour."

Principal labor opposition to the Duke's tour, however, was on account of the connection with it of Charles E. Bedaux, American friend of the Duke and Duchess, who was criticized by the Baltimore Federation of Labor as "the arch enemy of organized labor."

Bedaux has withdrawn from the proposed tour, and AF of L President William Green has offered the Duke and Duchess a blessing and a greeting in the name of American labor.

Probably there would be no or-

ganized opposition to a visit by the Windsors of any sort now. Americans remember that Edward visited this country twice before as Prince of Wales, first in 1919 and again in 1924. Probably no young man, other than Lindbergh, ever received such welcomes.

**Lindbergh Exile
Mentioned**

IT is a coincidence that neither Lindbergh nor the Duke now makes his home in his own country. In today's Institute survey several voters commented on this fact. Some believed the Duke and Duchess should make their home in the United States "to make up for Lindbergh."

Others feared that "we would hound them the way we did the Lindberghs."

In Caribou, Me., a farmer interviewed by the Institute offered to welcome the Duke "because he believes in democracy and proves it in his life."

"America is the place for him." Other comments are:

New Hampshire clergyman—"Yes. Welcome to the land of divorcees and suckers."

New York ironworker—"Yes. It would tone up the U. S. aristocracy a little."

Wisconsin teacher—"No. We have enough sensation now."

**British Want Windsors
Back, Survey Indicates**

By Institute of Public Opinion

NEW YORK, Nov. 20.—Today's survey by the American Institute of Public Opinion on the popularity of the Duke and Duchess of Windsor in this country parallels a similar survey conducted in Great Britain by the British Institute of Public Opinion.



The British survey, published in the English news magazine *Cavalade* three weeks ago, found that three Britons out of five want the Windsors to return to England to make their home.

The British Institute is a new affiliate of the American Institute of Public Opinion.

In the last ten days American correspondents in England have cabled newspapers here that an "astounding" pro-Windsor wave is sweeping Britain. Movie audiences applaud pictures of the Duke and Duchess with increased enthusiasm, correspondents say, and newspaper offices are receiving heavy sacks of pro-Windsor mail.

By a coincidence, the percentage in the British survey favoring the return of the Windsors is 61 per cent—the same percentage shown in today's U. S. survey as welcoming the couple to this country.

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