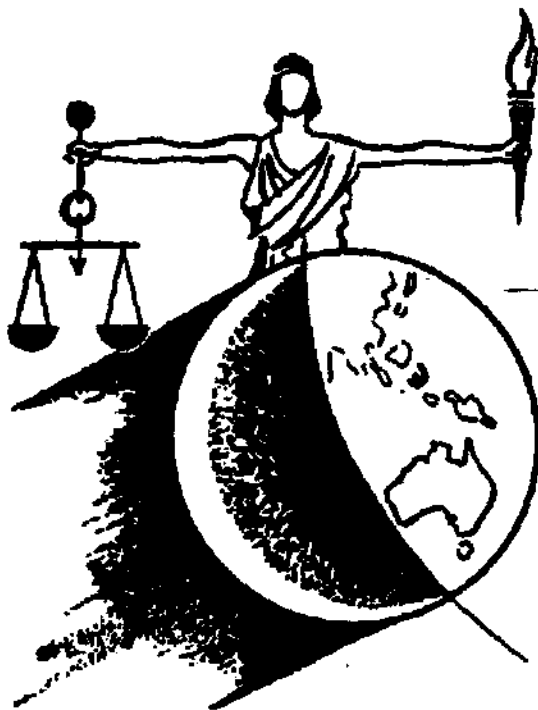


Australian

Public Opinion Polls

The Gallup Method



Surveys :
October-December
1941

Foreword

There is no mystery about Public Opinion Polls, taken by the Gallup Method. Opinions are obtained:—

- (1) In hundreds of representative centres,
- (2) By personal interview, and
- (3) From a cross-section of people at each of those centres.

It is the obvious and logical way to ascertain the public's attitude toward a problem.

Dr. Gallup's years of experiments and experience in America and England have produced a reliable method for determining the representative centres and calculating the cross-sections. Painstaking organisation has built up an interviewing organisation of public-spirited men and women in all parts of Australia.

TWENTY-SIX FINDINGS

These findings on 18 public questions and another eight published in November in a booklet, "History Is Being Written," are the results of nation-wide surveys taken between September and December, 1941. People's attitudes toward public questions may be changed by events, so readers should not overlook the references in the articles to the periods in which opinions were collected.

Careful study of the 26 findings clearly demonstrates that Australian Public Opinion is sane and reliable. Sometimes we, as individuals, may not agree with the majority, but like all true democrats—or cricketers—we know that we cannot always be on the winning side. Occasionally we may feel that the majority is unwise, but one of the greatest benefits of a Public Opinion Poll is that, by disclosing fields of ignorance, it can spur reformers to better efforts.

POLLS IN WARTIME

In wartime the range of questions suitable for submission to a Public Opinion Poll is restricted, but there are sure to be occasions on which a reliable knowledge of the public's attitude toward a problem will be valuable.

The primary function of the polls, of course, is to provide a direct connection between Australia's leaders and the public. During the last war President Wilson wrote: "I would rather hear what men are talking about in trains and in shops and by the fireside than hear anything else, because I want guidance, and I know I could get it there."

So long as we function, it will be evident to the whole world—friend and foe alike—that, under the stress of war, Australia's democratic way of life has not given way to a virtual dictatorship.

February 14, 1942.

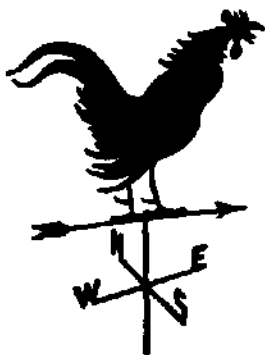
Poll Findings Announced During Oct. 1941



*With the Compliments of
Australian Public Opinion Polls
(The Gallup Method)
352 Collins Street, Melbourne, C1.*

Requests for additional copies should
be addressed to:

**THE DIRECTOR, A.P.O.P.,
Box 751F., Melbourne. C1.**



*With an eye to the
evershifting vane
of public opinion.*

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What it is . . .

The Gallup Method, in brief, consists of obtaining opinions by personal interview, from a typical cross-section of people in all walks of life, in the various localities throughout Australia, and in different economic circumstances, in as nearly as possible the same proportions as they exist in the population as a whole.

It cannot be guaranteed that the poll gives exactly the same result as a full and expensive referendum. But the Gallup Method in America and England has been proved to be a good indicator, with a margin of error of only a small percentage.

Interviewers are warned against any voice inflection or action that might bias people's replies. They are instructed to repeat the question, if need be, in the exact words; but under no circumstances to amplify or explain it.

Pros and cons of public opinion polls have been extensively studied in various research foundations, and extensive literature on the subject exists. All this knowledge and experience has been carefully applied to the Australian organisation. It is proposed to conduct a series of Australia-wide polls on important public questions to help indicate what is in the public's mind. Costs will be met by a number of daily newspapers.

Australian Public Opinion Polls (The Gallup Method) is affiliated with the British and American Gallup Polls. Its operations are open to full investigation by any reputable body.

It is not suggested that the leaders of Australia should blindly follow poll findings. Popular opinion is sometimes not fully informed. But the polls will add to the evidence on which those with the responsibility of leadership base their estimates of public reaction. Moreover, the leaders can take steps to correct misunderstanding, where it appears to exist.

The Sample Referendum

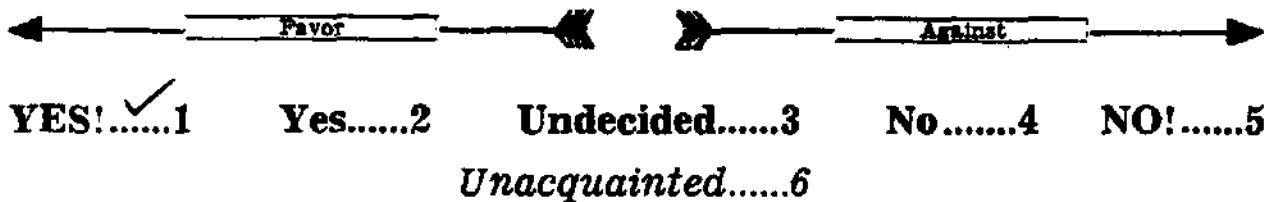
How it works . . .

Interviewers in all parts of Australia contact a cross-section of local people and ask them their opinions on questions like this:—

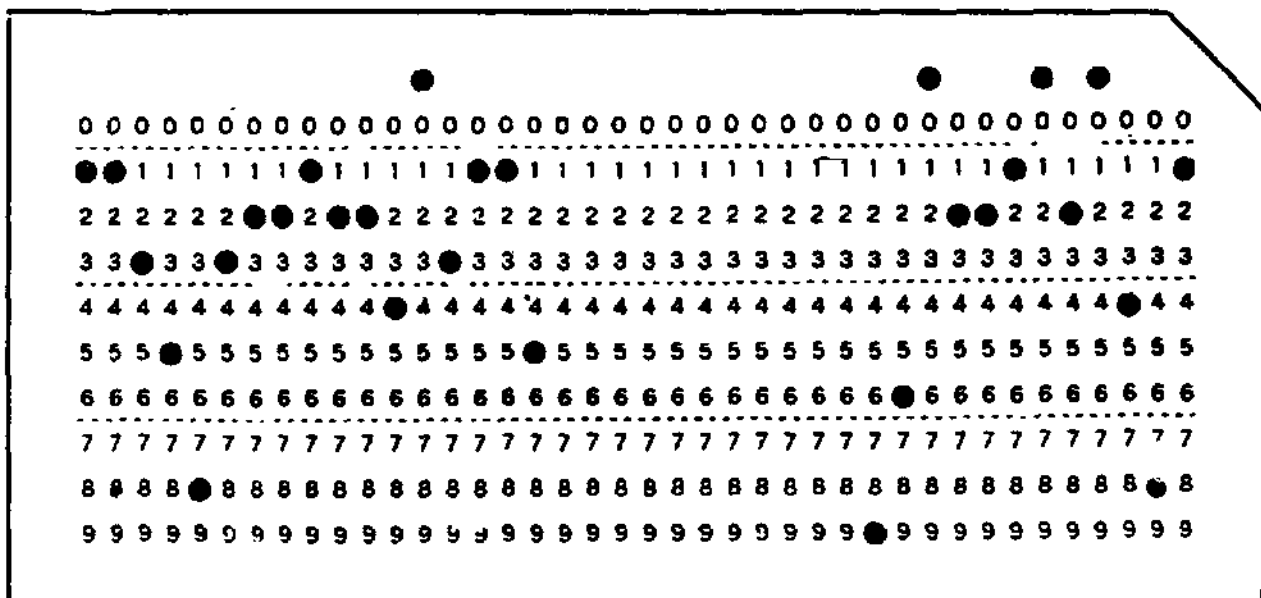
“Do you favor equal pay for men and women doing the same work?”

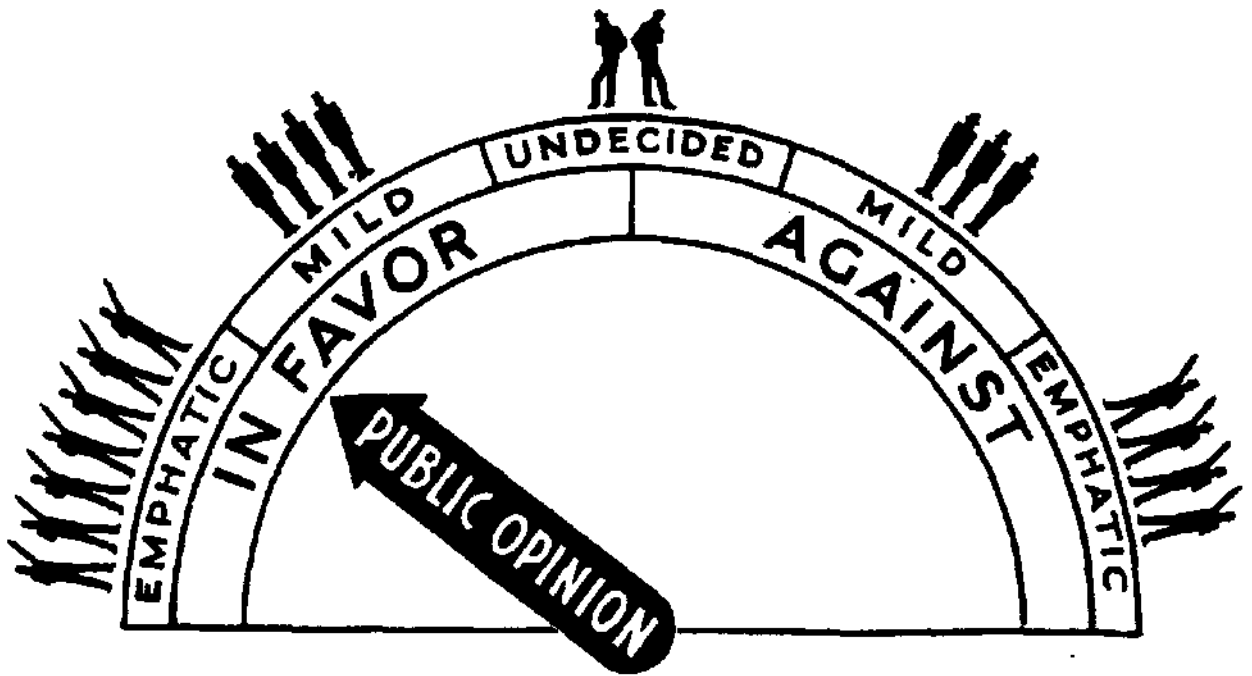
“Yes” and “No” answers are divided into emphatic and mild. People who see an equal amount of right and wrong in both sides of the question are recorded as “undecided.” Those who don’t understand the question are beyond the scale of opinion and are recorded as “unacquainted.”

An emphatic “Yes” would be ticked thus:—



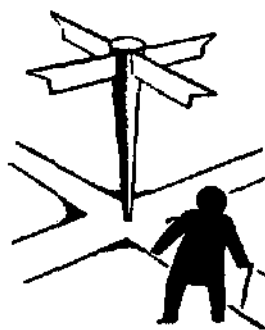
Each interview is recorded on a punch-card. These cards can be sorted and counted at the rate of 350 a minute. The emphatic “YES!” ticked in the scale above is punched in the second column of this card.





The Attitude Meter

Opinions are obtained from a carefully balanced cross-section of people, so Australia-wide Public Opinion can be expressed in an Attitude Meter.



Pay Equality for Women Favored

Should women receive the same pay as men for doing similar work? As a result of women's increasingly active part in our wartime economy keen interest is again being taken in the question.

It was put to a representative cross-section of the community toward the end of September in the first Gallup Poll to be held in Australia.

Nearly 60 per cent. of those interviewed declared that they favored equal pay for women.

Wording of the question was:—
Women's Pay—Do you favor equal pay for men and women doing the same work? Any spontaneous comments were recorded with the answers.

This table shows that nearly 60 per cent. of the cross-section interviewed were in favor of equal pay. Only 33 per cent. were against the idea and 8 per cent. were undecided. Apart from the undecided people, equality of pay was supported by six out of 10 men and seven out of every 10 women interviewed.

AUSTRALIA-WIDE OPINION

Favor equal pay	59 per cent.
Against equal pay	33 per cent.
Undecided	8 per cent.
	<hr/>
	100 per cent.

Opposition was strongest by better off people, among whom relatively few women work. A common reason given for a "no" answer was that "woman's place is in the home." Some thought that women were temperamentally and physically not so fitted for wage earning.

Those in favor of equality usually based their decisions on the arguments of equal rights and the need for protecting wage standards. The second argument is reflected in the fact that working people are strongest supporters of equality of pay.

HOW PEOPLE IN DIFFERENT CIRCUMSTANCES LOOK AT THE QUESTION

	Favor Equal Pay. P.c.	Against Equal Pay. P.c.	Unde- cided. P.c.
Well-to-do	36	58	6
Comfortably off	52	42	6
Artisans, etc.	63	27	10
Lowest Incomes	67	26	7

People in the lower income groups who said "No" to the question often based their decision on the assumption that most women have not the same responsibilities as men. On the other hand, "Yes" votes were frequently cast on the grounds that many working women have dependants.

Farmers, being far removed from the workshops and offices where men and women work shoulder to shoulder, were slightly less favorable to equal pay, but a substantial majority supported the idea.

ATTITUDES OF PEOPLE IN DIFFERENT LOCALITIES

	Favor Equal Pay. P.c.	Against Equal Pay. P.c.	Unde- cided. P.c.
Capital Cities	58	32	10
Other cities & towns	60	35	5
Rural	56	38	6

Two out of three supporters of the Labor Party voted "Yes" on the question. Non-Labor people who had formed opinions on the subject were five to four in favor of equality.

ATTITUDES OF PARTY SUPPORTERS

	Favor Equal Pay. P.c.	Against Equal Pay. P.c.	Unde- cided. P.c.
Labor voters	67	25	8
Other voters	51	42	7

Australians Want Direct Voice in Empire War Policy

Despite the political upsets of the past few months, which made the problem the plaything of party politics, an overwhelming majority of Australians are convinced that Australia should have a direct voice in the deliberations of the British War Cabinet.

Australian Public Opinion Polls (The Gallup Method) found that three out of four people said "Yes" to the question:—

"Should an Australian Cabinet Minister attend the British War Cabinet when it is discussing war policy affecting Australia?"
This is how they voted:—

AUSTRALIA-WIDE OPINION

Yes	72 per cent.
No	19 per cent.
Undecided	9 per cent.
	<hr/> 100 per cent.

Sir Earle Page is now on his way to London, but, because of the fall of the Fadden Government, he is no longer an Australian Minister. Sir Earle, who left as Minister for Commerce, was sent by Mr Fadden on "a specific mission to survey the general position." When Mr Curtin took over from Mr Fadden, one of his first decisions was to request Sir Earle to continue his journey.

The selection of Sir Earle Page by the Fadden Government followed the political deadlock which resulted from the original proposal that Mr Menzies, while he was still Prime Minister, should go to represent Australia at Westminster. This was the unanimous desire of Mr Menzies' Ministers.

Mr Menzies, however, declined to go to London without the support of Labor. The Labor Caucus ruled that the Prime Minister should not leave Australia, and proposed instead that arrangements be made with the British Government for representation of the Commonwealth Government in England, so as to ensure that its point of view would be constantly before the British War Cabinet.

A week later, Mr Menzies made way for Mr Fadden.

As the proposal originated from a U.A.P./C.P. Cabinet, it is natural that non-Labor voters should be its strongest supporters. This table, however, shows that Labor supporters also favored it by at least a two to one majority:—

ATTITUDE OF PARTY SUPPORTERS

	Yes.		Unde-
	p.c.	p.c.	cided.
Labor voters	67	22	11
Other voters	77	16	7

Support varied very little from State to State, and was strongest among farmers. Most frequent comments by "Yes" voters were:—

"An Australian Minister could give first hand knowledge of Australian conditions."

"The Dominions are entitled to have a direct say in everything affecting their soldiers."

"No" voters frequently referred to the High Commissioner in London (Mr S. M. Bruce) a common comment being: "Why not arrange for Mr Bruce to attend?"

Most marked feature of the voting was a strong "Yes" from young people:—

VOTING BY AGE GROUPS

	Yes.	No.	Unde-
	p.c.	p.c.	cided.
Aged 21/29	76	13	11
" 30/39	75	17	8
" 40/49	74	18	8
" 50/59	71	19	10
60 and over	64	27	9

U.A.P.-C.P. War Effort Found Wanting

Just before Parliament assembled for the Budget session a cross-section of Australians were asked whether they were satisfied with the war effort of the U.A.P.-C.P. Coalition Government. Almost six out of ten people with opinions on the subject were dissatisfied.

At the end of September this question about the U.A.P.-C.P. Government was put to a cross-section of electors in all parts of Australia:—

"Are you satisfied with the way the present Government is conducting our war effort?"

And this is how they voted:—

Satisfied	33	per cent.
Dissatisfied	43	" "
Undecided	20	" "
Unable to give opinion	4	" "
	<hr/> 100	

Apart from the actual answers, intensity of opinion is recorded in these surveys. People who were "dissatisfied" were usually far more emphatic in their answers than those who were "satisfied."

Further analysis showed:—

Satisfied (32 per cent.).—Very few of these thought that a Labor Government would do better.

Dissatisfied (43 per cent.).—Those who expressed further opinions were evenly divided on whether a Labor Government would do better.

One in seven of those interviewed said they were neither satisfied with the U.A.P.-C.P. Government's war effort, nor believed a Labor Government would do better. About two-thirds of those people had voted U.A.P. or Country Party at the last election, and most of them said that they now wanted an all-party war-time Government.

People interviewed, of course, had no actual experience on which to base their opinion of Labor's capabilities. Comparison of these opinions with later polls will show how the public responds to Labor's war-time administration.

Many people commented that the U.A.P.-C.P. Government was doing a good job. Large numbers, however, expressed the opinion that there was too much friction within the Government, or too much delay and inefficiency in our war effort. Others

felt that a Labor Government would get greater support from work people, and that there would be more harmony in industry.

Analysis of the next table shows that in each major economic group nearly six out of ten people who expressed opinions one way or the other were dissatisfied with the last Government's conduct of our war effort:—

	Lowest Income	Artisans etc.	Better Off
	p.c.	p.c.	p.c.
Satisfied	26	32	35
Dissatisfied	39	43	44
Undecided	28	21	18
Unable to give opinion	7	4	3
	<hr/> 100	<hr/> 100	<hr/> 100

A retired farmer in northern New South Wales expressed a common attitude when he said that a full war effort could not be attained without regimentation of all resources.

The next table shows that dissatisfaction was strongest in country towns:

	Capital Cities	Other Centres	Rural*
	p.c.	p.c.	p.c.
Satisfied	33	31	37
Dissatisfied	42	45	38
Undecided	20	20	22
Unable to give opinion	5	4	3
	<hr/> 100	<hr/> 100	<hr/> 100

* Farmers, graziers, their employes, and dependents.

Nearly half of the Labor supporters interviewed said that they were "dissatisfied." A quarter were "satisfied," and the remainder were undecided or unable to give opinions.

As the next table shows, non-Labor voters were fairly evenly divided on the question:—

	Labor Voters	Other Voters
	p.c.	p.c.
Satisfied	25	40
Dissatisfied	50	37
Undecided	21	19
Unable to give opinion	4	4
	<hr/> 100	<hr/> 100

Prefer Heavier Taxes to Increased Living Costs

When bluntly asked the question: "How would you prefer to pay for the war; by heavier taxes or by a rise in the cost of living?"—exactly half of an Australia-wide cross-section of electors said "taxes." Most others found it hard to choose. Only 1 in 10 said "higher living costs."

Monetary theorists have plenty to say about how they think the war should be financed, but the man in the street has had little chance to say how he would prefer to pay the share of the cost which may ultimately fall on him. Using the Gallup Method of sampling public opinion, Australian Public Opinion Polls recently set out to find the answer.

Which do people fear most—taxes or inflation? To the man in the street, the effect of inflation would be a permanent rise in the cost of living. Judging by the following figures, the public fears inflation more than taxes. It remains with the experts to decide whether there is a limit beyond which expansion of central bank credit means inflation.

AUSTRALIA-WIDE OPINION

	per cent.
Prefer heavier taxes	50
Prefer higher living costs	11
No preference	28
Unable to give opinion	11
	100

The question was asked without any attempt at explaining its implications. The interviewers are warned not to amplify the set wording, nor in any way to prompt or suggest answers.

Many of the 28 per cent. without a preference showed by their comments that they considered taxes solely in terms of indirect levies, such as the sales tax. They thought that increased taxes and higher living costs meant the same thing. A frequent comment, however, by those who declined to state a preference was that "the cost of the war should be met by the full use of central bank credit." Apparently those people belong to the school of thought which believes that liberal

use of central bank credit would not involve a rise in the cost of living.

Most of the people interviewed who preferred heavier taxes to increased living costs had in mind income tax on a sliding scale, according to ability to pay. They thought that taxes, correctly applied, were "more equitable" than a rise in the cost of living, which mainly affected the working man. Some wage-earners, however, stated their preference for taxes "because the big man would pay."

Analysis of the next table discloses that all people with a definite preference, except those with large incomes, were 4 to 1 for heavier taxes. The ratio of preference by well-to-do people was only slightly lower at 3½ to 1.

	Prefer Higher Taxes p.c.	Prefer Higher Prices p.c.
Well-to-do	53	15
Comfortably off	55	13
Artisans, etc.	48	9
Lowest incomes	39	10

Comments by people interviewed were usually anything but facetious. An electrical fitter in Adelaide left no doubt as to his meaning when he said, "If I had to pay more for food, I would not eat so much."

The next table shows that Labor and non-Labor voters both prefer higher taxes to a rise in the cost of living, the attitude of non-Labor voters being the more definite:

Attitudes of Party Supporters

	Labor Voters p.c.	Other Voters p.c.
Prefer taxes	43	57
Prefer higher prices	10	12
No preference	33	23
Unable give opinion	14	8

Poll Shows Few Believe Price Control Fair

Asked recently for their views on price control, nearly six people out of 10 offered the opinion that it is not acting fairly. Only two in 10 said they were satisfied. The rest had no definite view.

That is the finding of a sample referendum the other day conducted by Australian Public Opinion Polls (The Gallup Method). A representative cross-section of electors in all parts of Australia was asked:

"Are you satisfied that price control is giving a fair deal?"

AUSTRALIA-WIDE OPINION

	Per Cent.
Satisfied with price control ..	22
Dissatisfied ..	57
Undecided ..	14
Unable to give opinion ..	7
	100

Many of the "satisfied" based their decision on a comparison with the way prices rose in the last war. Typical comments were that "the Government is doing its best," and "it prevents much profiteering."

A small proportion of the "dissatisfied" people said they were firm believers in open competition; but most comments were generalisations like these:

"Prices are rising more than they should";

"Too much profiteering in some industries";

"The middle man is too much favored"; and

"There is no inspection of retail prices."

Apparently the bone of contention is that price control has permitted manufacturers and traders to pass on increased costs, caused by higher wages and heavier importing costs. While experts say that a rise in prices is unavoidable in wartime, many people believe that they are being "got at" somehow.

The next analysis shows that dissatisfaction was strongest among wage earners:

	Satisfied p.c.	Dissatis- fied p.c.	No Opinion* p.c.
Well-to-do ..	50	31	19
Comfortably off ..	26	49	25
Artisans, etc. ..	18	61	21
Lowest incomes ..	17	64	19

*Undecided or unable to give opinion.

Some criticism was based on matters not under the control of the Prices Commissioner. Several comments, for example, followed the lines of "There's a lot of food rotting that could be used by the community." Some people referred specifically to apples, firewood and charcoal. About one person in 100 mentioned the price of tea.

Dissatisfaction was less marked among farmers than in the capital cities, but several farmers complained that "prices are fixed for primary producers' products, but prices of essentials are all up."

The next table shows that dissatisfaction was strongest in New South Wales:—

	Satisfied p.c.	Dissatis- fied p.c.	No Opinion* p.c.
New South Wales ..	18	64	18
Queensland ..	24	55	21
Victoria ..	24	52	24
Tasmania ..	27	42	31
South Australia ..	28	41	31
Western Australia ..	33	41	26

*Undecided or unable to give opinion.

Poll Shows Majority for Compulsory Saving

People who favored compulsory saving in wartime outnumbered those opposed to the idea by two to one, in a recent nation-wide "sample referendum" taken by Australian Public Opinion Polls.

Using the Gallup Method, Australian Public Opinion Polls put this question to a representative cross-section of Australians:—

"Would you favor a compulsory savings plan — to help pay for the war, and to provide people with money to spend after the war?"

Results are given in the following table:—

AUSTRALIA-WIDE OPINION

Favor compulsory saving . . .	55 p.c.
Against compulsory saving ..	27 p.c.
Undecided	12 p.c.
Unable to give opinion .. .	6 p.c.

100 p.c.

The poll was taken just before the Fadden Budget was presented. Had the question been asked after the Budget, it is possible that some of those who were undecided or unable to give opinions would have held definite views one way or the other.

Analysed State by State, the "Yes" vote was lowest in New South Wales, at 48 per cent.; but even in that State there was a substantial margin over the "No" vote of 29 per cent., the other 23 per cent. being undecided or unable to give opinions.

The most unexpected feature of the finding was the large number of people who seemed to favor compulsory saving, war or no war. For instance, a retired public accountant living in a Queensland coastal city expressed a common view when he said: "Compulsory saving for a rainy day should be the least irksome form of compulsion."

Numerous artisans subscribed to the view that those earning good money now might need it after the war. They feared a depression like that which followed the last war.

Some of those against compulsory saving said they had no surplus for saving; but many of those who said "No" to the question based their decision on the argument that people

should please themselves, and spend or save their money as they wished.

It is noteworthy that support was strongest among better-off people, who would have contributed the largest sums under Mr Fadden's plan of compulsory saving. Under that plan, skilled workers and others receiving substantial margins above the basic wage would have been required to contribute in most cases about 5/ to 10/ a week according to whether or not they had families.

ATTITUDES ACCORDING TO CIRCUMSTANCES

	Lowest Incomes p.c.	Artisans, Etc. p.c.	Better Off p.c.
Favor compulsion . . .	45	51	62
Against compulsion ..	28	29	23
Undecided	15	12	11
Unable to give opinion	12	8	4

Compulsory saving may or may not have been the reason for the downfall of the U.A.P.-C.P. Government; so it is interesting to see that, before the budget was presented, only one in three Labor supporters interviewed were actually against compulsion in saving, as shown by the following table:—

ATTITUDES OF PARTY SUPPORTERS

	Labor Voters p.c.	Other Voters p.c.
Favor compulsion . . .	45	65
Against compulsion ..	35	19
Undecided	13	11
Unable to give opinion .	7	5
	100	100

Three to One for All-Party Government

Three to one for an all-party Government in wartime—that was the political view of Australians in the last days of the Fadden Ministry, according to a nation-wide survey by Australian Public Opinion Polls, using the world-renowned Gallup Method of sampling public opinion.

From Tasmania to Queensland, and from Perth to Sydney, a strong majority held this view.

In its first survey, Australian Public Opinion Polls asked this question among others—

Should all parties in the Commonwealth Parliament join together in a wartime Government?

Three out of four people interviewed said "Yes." Only 14 per cent. of the cross-section was against all-party Government, as shown in the following table:—

AUSTRALIA-WIDE OPINION

Favor All-party Govt.	78 per cent.
Against All-party Govt.	14 per cent.
Undecided	8 per cent.

100 per cent.

Late in September, when the question was asked, few people thought that a change of Government was in the offing. Nearly two out of three Labor Party supporters said that they favored an all-party Government, but it is probable that more would have been against it had Labor been in power.

Attitudes of Party Supporters Toward All-party War-time Govt.

	Favor	Against	Unde-
	p.c.	p.c.	cided
			p.c.
Labor voters	63	25	12
Non-labor voters	92	4	4

Typical of the remarks of those in favor of an all-party Government was "Pool the best brains; stop party quarrels." Another view put was that an all-party Government "would look better to the rest of the world." The system, it was claimed, was very satisfactory in England.

Other supporters of the plan felt that every section of the community should be represented in the Government. "This war does not belong to a particular party," was the downright comment of one of the people interviewed.

The attitude of those against an all-party Government is typified by the remark, "Opposition keeps the Government on its toes." Other comments on the same lines were:—

"Party Government represents different opinions better."

"Coalition is the weakest form of Government."

"Viewpoints of the parties are too wide apart."

"To sink the individuality of the parties wouldn't be desirable."

"Too many cooks . . ."

Opposition, State by State, did not exceed one person in five. This table shows that support for the idea ranged from 73 per cent. in New South Wales to about 90 per cent. in Western Australia and Tasmania:—

OPINIONS OF STATES

	Favor	Against	Unde-
	p.c.	p.c.	cided
			p.c.
N.S.W.	72	17	11
Queensland	79	17	4
Victoria	82	10	8
South Aust.	86	7	7
W.A. and Tas.	90	6	4

The Labor Party, of course, is forbidden by its rules to join in coalition or all-party governments. It will be interesting to see if experience of Labor administration results in an increase or decrease in the demand for an all-party wartime Government. The same question will be asked in a later poll, after the electors have had experience of Labor administration.

Exchange of Representatives with Russia Supported

At least 7 out of 10 Australians favor an exchange of official representatives with Russia.

That is the finding of a nation-wide sample referendum taken by Australian Public Opinion Polls (The Gallup Method), while Hitler was preparing his offensive against Moscow.

On September 12. M. Maisky. Soviet Ambassador to Britain. cabled to Australia that a normal flow of trade between Russia and Australia could be secured only if some kind of official relations were established between the two Governments. A network of interviewers set out to find Australia's answer to this question:—

"Should Australia and Russia exchange official representatives?"

AUSTRALIA-WIDE OPINION

Favor exchange	69	per cent.
Against exchange	12	" "
Undecided	14	" "
Unable to give opinion	5	" "
	<hr/>	
	100	

Support for an exchange of representatives hardly varied from State to State. There was remarkable una-

nimity of opinion among people in all economic classifications, ranging from well-to-do to those on the lowest incomes.

Opposition, never marked, was at its lowest among the older age groups. Farmers, as a group, were least favorable to the proposal; but, even so, they voted more than four to one in favor of it.

People interviewed made little comment when giving their votes. Typical comments of the occasional "No" voters were:—

"Democracy and Sovietism won't mesh"; and

"We are part of the Empire, and England can represent us."

Comments of "Yes" voters included:—

"It would be a friendly act"; and

"We're both fighting the same enemy."

War Effort Satisfied Only Half, Before Japan's Entry

Early in November Australians were evenly divided on whether their country was doing enough towards winning the war.

A CROSS-SECTION of people in all walks of life in hundreds of representative centres in all States were asked:—

Is Australia doing enough towards winning the war?

Eight out of 10 people interviewed expressed opinions one way or the other, and, as this table shows, the vote was equal:—

AUSTRALIA-WIDE OPINION

	Per cent.
Yes (Australia doing enough)	42
No (Australia not doing enough)	42
Undecided	16

100

"No" voters were usually more emphatic in their opinions than "Yes" voters. The most common comment of "Yes" voters was "Australia is doing its share in proportion to population."

Some of the "No" voters — the dissatisfied people—commented on the political side of our war effort, and a few others said they thought munitions production should be speeded up.

Half of the comments of "No" voters, however, included a reference to conscription, and most of the other comments referred to recruiting or manpower.

Analysis of figures according to age or localities (capital cities, other centres and rural) did not disclose any significant variation in the voting. Counting the votes

State by State, however, it was found that dissatisfaction with our war effort was strongest in Tasmania, South Australia and Western Australia.

	Doing Enough	Not Enough	Un-decided
	p.c.	p.c.	p.c.
N.S.W.	44	38	18
Victoria	43	41	16
Queensland	43	43	14
Tasmania	35	46	19
South Aust.	32	49	19
Western Aust.	37	51	12

Wage earners were slightly more satisfied with the war effort than better-off people, and this was reflected in opposite attitudes of Labor and non-Labor voters:—

	Doing Enough	Not Enough	Un-decided
	p.c.	p.c.	p.c.
Labor voters	47	38	15
Others	37	46	17

When the survey was taken the change of Government had not yet had any appreciable effect one way or the other, but it is interesting to compare the foregoing table with the attitudes of people toward the previous Government. Just before the fall of the U.A.P.-C.P. Government a poll was taken on the question: "Are you satisfied with the way the present Government is conducting our war effort?" The results were:—

	Satis-fied	Not satis-fied	Un-decided
	p.c.	p.c.	p.c.
Labor Voters	25	50	25
Non-Labor Voters	40	37	23
Cross-section	33	43	24



Conscription is Considered Chief Government Problem

Even before war actually broke out in the Pacific most Australians were fully conscious of the urgency of our war problems and that the war effort was the Government's No. 1 job.

DURING the four days before and after the Pacific flare-up, a cross-section of Australians in all localities was asked:—

What do you think is the most important problem the Australian Government must solve during the next few months?

This table shows that maintenance of our armed forces was foremost in the public mind:—

Conscription	31	per cent.
Manpower and recruiting	5	" "
Defend Australia	11	" "
Win the war	15	" "
Other war references	17	" "
Social problems	10	" "
Indefinite	11	" "
	<hr/>	
	100	per cent.

One out of three people who referred to conscription said "manpower and wealth." Very few indicated whether they meant conscription for oversea service or for home defence only.

In the second half of the survey—after the attack on Hawaii—there was a marked decline in the already small proportion of people who referred to social problems, such as banking, decentralisation, housing, unemployment, living standards and morality. A corresponding increase occurred in the proportion of people who said "Win the War," or "Defend Australia."

Even Voting on Government Control of Banking

Australians are almost evenly divided on the question of whether control of banking by the Commonwealth Government should be increased. Men favor increased control, but women oppose it.

USING the Gallup method of sampling public opinion—personal interviews in hundreds of representative centres—Australian Public Opinion Polls set out in December to find the answer to this question:—

Should control of banking by the Commonwealth Government be increased or decreased—or no change?

For many years the subject has been widely discussed, and most men and many women have firm opinions on it, although they may not have much knowledge of banking or monetary control.

As this table shows, four out of 10 people interviewed favored increased control, while an almost

identical number favored "no change" or decreased control:—

AUSTRALIA-WIDE OPINION

	Per cent.
Increase control	40
No change	36
Decrease control	6
No opinion	18
	<hr/>
	100

Two out of three people who voted for increased control held firm views on the subject. Their usual comments were: "The Commonwealth should nationalise the banks," or "There should be only the Commonwealth Bank."

Of men and women who usually support the Labor Party, 50 per

cent. voted for increased control, and 33 per cent. for "no change" or decreased control. The vote of non-Labor people was almost the reverse.

Outstanding feature of the voting was that middle-aged people were the firmest supporters of increased control. The age groups under 40 and over 50 voted slightly in favor of "no change" or decreased control.

MEN FAVOR INCREASE

Most of the 18 per cent. shown in the foregoing table as being without opinions were women. Men voted 50 per cent. for increased control and 41 per cent. "no change," or less control. The women's vote for increased control was only 29 per cent., com-

pared with 44 per cent. "no change," or less control.

Analysing the men's vote according to their political affiliation, as in the next table, it is found that male supporters of the Labor Party are two to one in favor of increased Government control of banking, while men who usually vote U.A.P. or U.C.P. are five to four against any increase:—

MEN'S ATTITUDES, ACCORDING TO POLITICAL AFFILIATION

	Labor voters	Other voters
	p.c.	p.c.
Increase control	61	40
No change	26	44
Decrease control	2	9
No opinion	11	7
	<hr/> 100	<hr/> 100

Majority Voted for Daylight Saving

Most Australians, except those living in the tropics and on farms, favored the introduction of "daylight saving" by advancing the clock an hour.

IN September, as Australia was entering the longer days of summer, the nation-wide network of interviewers of Australian Public Opinion Polls set out to find the answer to this question:—

Would you favor advancing the clock an hour in summer?

This table shows that there were three in favor for every two against.

AUSTRALIA-WIDE OPINION

Favor daylight saving	50 per cent.
Against daylight saving	34 " "
Undecided	12 " "
Unable to give opinion	4 " "
	<hr/> 100

In many parts of Europe and the United States it has long been the practice to advance the clocks in summer, to save electricity and to provide more time for daylight recreation after work.

In no part of Australia, of course, are the summer days as long as in England, but, as the next table shows, there were substantial majorities for daylight saving in all

States, except Queensland, and, perhaps, South Australia:—

	Yes	No	*No Opinion
	p.c.	p.c.	p.c.
Victoria	54	36	16
N.S.W.	52	30	18
Tasmania	53	39	8
West Australia	48	37	15
South Australia	43	38	19
Queensland	41	46	13

*Undecided or unable to give opinion.

Many of those who voted against advancing the clock thought the proposal unnecessary in Australia, while others considered that daylight saving had not been a success here during the last war.

Common comments of people in favor of advancing the clock in summer were:—

"More time to enjoy the sun," and

"Save electric light."

Support was strongest among people in the middle income groups and among wage earners. People under 50 were more favorable to the idea than older people.

In the capital cities the vote was two to one in favor of daylight saving. People in country centres also favored it, but farmers, being early risers, voted: In favor, 36 p.c.; against, 49 p.c.; and no opinion, 15 p.c.

Nine Out of Ten Vote for Ballot Before Strikes

In November nearly nine out of ten Australians answered "yes" to the question, "Should workers in war industries take ballots before deciding to strike?" This is the highest majority yet recorded on any question by Australian Public Opinion Polls—the Gallup Poll of Australia.

OPINIONS were sought from people in different economic circumstances in as nearly as possible the same proportion as they exist in the population as a whole.

As this table shows, only 5 p.c. voted against workers in war industries taking ballots before deciding to strike.

AUSTRALIA-WIDE OPINION		
Favor ballots	88	per cent.
Against ballots	5	" "
Undecided	7	" "
	100	

There was hardly any variation in opinion State by State. People of all ages voted in much the same way.

Most common comment of people in all economic circumstances was "Majority vote is the fairest." Numerous wage earners commented: "Union executives should get the feelings of their members."

"Do what the leaders say," was a common attitude of those few who voted against ballots. As the next table shows, they represented not more than 7 p.c. of wage earners:—

	ATTITUDE OF PEOPLE IN DIFFERENT CIRCUMSTANCES		
	Favor Ballot.	Against Ballot.	Undecided.
	p.c.	p.c.	p.c.
Well-to-do	96	2	2
Better off	91	3	6
Artisans, etc.	87	5	8
Lowest incomes	79	7	14

All-Party Government Preferred to Election

In November a small majority of Australians would have preferred an all-party Government to an election if the Labor Government had happened to be defeated.

AUSTRALIA'S first sample referendum, taken by Australian Public Opinion Polls (The Gallup Method) in September, just before the change of Government, showed that nearly 8 out of 10 people in a representative cross-section favored an all-party Government.

In November, in another nationwide survey, a cross-section of people in all walks of life was asked this question:—

If the Labor Government happens to be defeated, would you favor an all-party Government or an election?

As the following table shows, about five people preferred an all-party Government against each four who favored an election:—

AUSTRALIA-WIDE OPINION	
All-party Government	48 per cent.
Election	42 " "
Undecided	8 " "
Unable to give opinion	2 " "
	100 per cent.

In New South Wales and Queensland, people were slightly in favor of an election, but in the other States there were substantial ma-

majorities for an all-party Government, which found its greatest support among people over 40 and outside of the capital cities, particularly among farmers.

Non-Labor voters, who were almost 100 per cent. in favor of an all-party Government in September, were only two to one in favor of the idea in November. In September, two out of three Labor voters supported the idea of an all-party Government, but in November they were five to three against it, as compared with an election:—

	Labor Voters	Other Voters
	p.c.	p.c.
All-Party Government	33	64
Election	55	28
Undecided	10	6
Unable to give opinion	2	2
	<hr/> 100	<hr/> 100

Most common comments of non-Labor voters who would like to see

an all-party Government, should the present Government happen to be defeated, were:—(1) "Save the expense"; (2) "This is not the time for an election"; (3) "Pool the best brains"; and (4) "An election might not give a working majority." Labor voters who supported the idea of an all-party Government commonly subscribed to the first and second attitudes.

A resident of Brisbane, who admitted that he had voted informally at the last election, voiced a common attitude supporting an election when he said that with the experience of government by both parties, electors should now know how to choose between them. This was a typical comment of people who usually vote Labor, and quite a number of non-Labor voters also felt that way.

Another common attitude, particularly among supporters of the Labor Party, was that an election might give a real majority and stable government.

Majority Favor Compulsory Saving

Most Australians would not oppose being forced to save, is a recent finding of Australian Public Opinion Polls—the Gallup Poll of Australia.

INTERVIEWERS for the Poll are located in hundreds of representative localities in all parts of Australia. During December each of them contacted a cross-section of people in a wide range of economic circumstances and obtained their opinions on this question:—

Should the Government introduce compulsory saving?

AUSTRALIA WIDE OPINION

	Per cent.
Yes (Compel saving)	51
No (Don't compel saving)	36
Undecided	13
	<hr/> 100

Better off people voted nearly two to one in favor of compulsion, and artisans were five to four in favor. People in the lowest income group were slightly opposed to being compelled to save, but it is unlikely that they would come within the scope of such a plan.

In all States except New South Wales, at least 54 p.c. of the people interviewed voted in favor of compulsory saving. In New South

Wales the vote was:—Yes, 44 p.c.; No, 41 p.c.; Undecided, 15 p.c.

The fact that the poll was taken, just before income tax was increased by rates varying from 6d. to 1/ in the £1 does not reduce the significance of the finding. Analysis of the comments show that while some "Yes" voters supported compulsory saving as a means of financing the war, most of them thought of it as a way of counteracting natural improvidence.

Most common reason for casting "No" votes was that "people should be allowed to manage their own affairs." Many other people voted "No" because they did not earn enough to save.

The question did not explain that the purpose of compulsory saving in wartime would be "to help pay for the war and to provide the savers with money to spend after the war." Just before the introduction of the Fadden Budget, which provided for compulsory saving, a similar question, but with that explanation added, resulted in a vote of:—Yes, 55 p.c.; No, 27 p.c.; and Undecided, 18 p.c.

Public Evenly Divided on Restricting Sport

Torn between the need for relaxation and a desire for a maximum war effort, Australians were almost evenly divided on the question of restricting professional sport in wartime, when the question was put to them in September.

AT the end of the football season, and just before the spring racing carnivals, Australian Public Opinion Polls (The Gallup Method) asked this question in all parts of Australia:—

Should professional sport be restricted during the war?

As the following table shows, the "Yes" and "No" votes were almost identical:—

AUSTRALIA-WIDE OPINION

Yes	45	per cent.
No	46	" "
Undecided	9	" "
	<hr/>	
	100	" "

People under 40 were slightly against restriction and those over 40 were slightly in favor of it. There was little difference between the attitudes of men and women.

In Queensland and South Australia people interviewed were five to four in favor of restricting professional sport in wartime. Vic-

torian opinion was evenly divided, and in the other three States there were small majorities against restriction.

Wage earners, of course, make up a large part of the crowds who depend on "spectator sports" for their entertainment, so it is not surprising that they voted against restriction:—

ATTITUDES ACCORDING TO CIRCUMSTANCES

	Lowest Incomes	Artisans etc.	Better Off
	p.c.	p.c.	p.c.
Yes	36	40	56
No	53	51	37
Undecided	11	9	7
	<hr/>	<hr/>	<hr/>
	100	100	100

When asked if they had any particular sport in mind, about a quarter of the "yes" voters answered "all sport."

Nearly half of those in favor of restriction mentioned either racing or professional football. Five people mentioned racing to every two who referred to football.

Week-Day Race Meetings Opposed by Most

Almost two out of three Australians with opinions on the subject thought that week-day race meetings should be stopped during the war.

IN November it was announced by Australian Public Opinion Polls that the public was evenly divided on the question of restricting professional sport during wartime.

Continuing their investigations, the interviewers for the polls asked a cross-section of people this question:—

Should week-day race meetings be stopped during the war?

AUSTRALIA-WIDE OPINION

	Per Cent.
Yes (stop week-day meetings)	58
No (don't stop)	32
Undecided	10
	<hr/>
	100

People under 30 years of age voted only five to four for stopping week-day meetings, but all other

age groups were about two to one in favor.

As this table shows, sentiment for stopping the meetings varied from seven to two in Western Australia to not much more than five to four in New South Wales:—

OPINION IN THE STATES

	Stop meetings p.c.	Don't stop p.c.	Unde- cided. p.c.
W.A.	70	20	10
S.A.	66	23	11
Tas.	66	27	7
Q'land	64	26	10
Vic.	57	36	7
N.S.W.	53	36	11

Most common comments of people who thought that meetings should be held only on Saturdays were that

week-day meetings diverted attention from the war effort, and that the money could be put to better use.

Many votes were cast in favor of continuing week-day meetings because "they give employment and contribute to patriotic funds." Some "no" voters mentioned that they would favor restriction, but not complete stoppage.

This table shows that all economic groups gave majorities for stopping the meetings:—

ATTITUDE OF PEOPLE IN DIFFERENT CIRCUMSTANCES

	Stop meetings. p.c.	Don't stop. p.c.	Unde- cided. p.c.
Well-to-do	71	20	9
Better off	63	28	9
Artisans, etc.	56	34	10
Lowest Incomes	50	39	11

Support for Legalising S.P. Betting

Four out of seven people with opinions on the subject told Australian Gallup Poll interviewers that they believed starting-price betting should be legalised.

IN November a nation-wide survey by Australian Public Opinion Polls—the Gallup Poll of Australia—showed that more than three out of four people in a representative cross-section favored Government lotteries. The same people, however, were two to one in favor of stopping week-day race meetings during the war.

In December, just before Japan entered the war, the interviewers for the poll set out to find the answer to this question:—

Should off-the-course betting be legal or illegal?

AUSTRALIA-WIDE OPINION

Make S.P. legal	48 Per Cent.
Leave S.P. illegal	39 Per Cent.
Undecided	13 Per Cent.
—	
100 Per Cent.	

Men gave the majority to the legal vote. Women were evenly divided on the question.

Wage-earners were the strongest supporters of legalising S.P. betting, their usual attitudes being:—

"Why should you pay a race gate fee to bet?" and

"It can't be prevented, so it should be controlled."

Taken as a group, supporters of the Labor Party were two to one in favor of making S.P. betting legal, but non-Labor people thought it should remain illegal.

Many of them were against all betting. It was felt that legalised S.P. betting would encourage gambling.

In South Australia, where betting shops provide legal S.P. betting, the majority of the cross-section interviewed voted in favor of making it illegal:—

	Make S.P. Legal.	Leave it Illegal.	Un- decided.
N.S.W.	52	35	13
Victoria	51	38	11
W.A.	46	42	12
Queensland	45	38	17
Tasmania	35	53	12
S.A.	34	48	18

Big Majority for Lotteries

More than three out of four Australians favor Government lotteries, according to a Gallup Poll taken in November.

PEOPLE representing all walks of life in the various localities of each State were interviewed for Australian Public Opinion Polls and asked this question:—

Are you in favor of Government lotteries?

Support for lotteries ranged from about 70 p.c. among better-off people to more than 80 p.c. among wage-earners, and, as the following table shows, only 17 p.c. of the people interviewed were against Government lotteries.

AUSTRALIA-WIDE OPINION

	Per Cent.
Favor Govt. lotteries . . .	77
Against Govt. lotteries . .	17
Undecided	6
	100

About a third of those in favor of lotteries referred to hospitals or charities after casting their vote. A small number mentioned that they opposed gambling in principle, but thought lotteries expedient.

Supporters of the Labor Party voted eight to one for Government lotteries, while U.A.P. and U.C.P. supporters voted three to one in favor.

Comments of people who voted against lotteries show that they believe:—

- (1) Lotteries are an incentive to other forms of gambling; and
- (2) Hospitals should be financed by taxes.

Common comments of Victorians and South Australians—States without lotteries—were:—

- (1) "Keep the money in the State"; and
- (2) "Other States have them, why shouldn't we?"

This table shows that the vote for Government lotteries was lowest in South Australia, where betting shops complicate the position. The high "undecided" vote in Tasmania probably reflects the existence of a private lottery in Hobart:—

OPINIONS IN EACH STATE

	Favor Agst.		
	Lot- tery p.c.	Lot- tery p.c.	Unde- cided p.c.
N.S.W.	86	10	4
Vic.	77	18	5
Qld.	73	20	7
W.A.	71	24	5
Tas.	63	20	17
S.A.	60	28	12

Young people, who often held the "only hope for the working-man" attitude, were most favorable to lotteries. People aged from 30 to 60 varied little in their views.

VOTING BY AGE GROUPS

	Favor Agst.		
	Lot- tery p.c.	Lot- tery p.c.	Unde- cided p.c.
Aged 21-29 . . .	83	10	7
Aged 30-39 . . .	78	16	6
Aged 40-49 . . .	78	16	6
Aged 50-59 . . .	76	19	5
60 and over . . .	69	27	4



Don't
guess at
public opinion!

Commonwealth Control of Medical Services Favored

Control of medical services by the Commonwealth, rather than by the States, is supported by a substantial majority of Australians. This Gallup Poll finding will be an important consideration if the shortage of doctors necessitates introduction of a national medical service.

AT present Commonwealth health activities are virtually restricted to quarantine, serums and research. Hospitals, doctors, nurses and dentists are controlled by the States.

Just before war broke out in the Pacific, the National Health and Medical Research Council submitted to the Commonwealth Government a plan for a free medical service, to be financed with an additional £5,250,000 a year of taxes.

Since then, the interviewers of Australian Public Opinion Polls have called on a cross-section of electors in all States, and asked them this question:—

Should control of medical services be a Commonwealth or State responsibility?

As the following table shows, Commonwealth control was favored by two out of three people with opinions on the subject. They held much firmer views than those who favored State control.

AUSTRALIA-WIDE OPINION

Favor Commonwealth control	55 p.c.
Favor State control	26 p.c.
Undecided	11 p.c.
Unable to give opinion	8 p.c.

100 p.c.

Comments show that most people who voted for Commonwealth control think that health is a national matter, and that uniformity is desirable. Usual reason for voting for control by the States was a belief that they would have a better knowledge of local requirements.

Labor Party supporters, as a group, voted in almost the same way as non-Labor people.

Men are the strongest supporters of Commonwealth control, but women also favor it by a margin of three to two. Support for State control increased with age, but even with people over 60 there was a three to two vote in favor of the Commonwealth.

As this table shows, the vote for Commonwealth control was strongest in the eastern States, but small favorable majorities were also returned by the less populous States:

	C'wealth Control.	State Control.	*No Opinion.
N.S.W.	62	22	16
Qld.	53	27	20
Vic.	53	26	21
W.A.	48	35	17
Tas.	47	36	17
S.A.	41	33	26

*Undecided or unfamiliar with subject.

Way to Healthier Generation Seen

Exchange of medical certificates by people getting married is strongly supported by a cross-section of Australian public opinion. Most people think that, by detecting disease, a healthier future generation would result.

IN hundreds of representative centres throughout Australia the interviewers of Australian Public Opinion Polls (The Gallup Method) contacted people of all

types, and asked them this question:—

Should medical certificates be exchanged by people before they marry?

As the following figures show, people voted five to one in favor of exchanging certificates:—

AUSTRALIA-WIDE OPINION

Yes (favor exchanging certificates) ..	73 per cent.
No (against it)	14 "
Undecided	13 "
	100 "

The exchange, of course, would be voluntary, and the question dealt solely with a principle.

There was little difference in the attitudes of men and women, while the age of people interviewed had little bearing on the voting.

Strange to say, well-to-do people and those on the lowest incomes voted similarly—about four to one in favor of the proposal—while people in the middle income groups and artisans both voted six to one in favor.

The attitude of people who usually support the Labor Party, as a group, was identical with that of non-Labor people.

Plan to Keep Young People Fit Strongly Supported

Compulsory physical training for all boys and girls under 18 is strongly supported throughout the nation. Most Australians believe that physical training will benefit the nation, both bodily and mentally.

WITH this in mind, at least eight out of 10 people interviewed in each State answered "Yes" when asked the question:

Should physical training be compulsory for all boys and girls under 18?

Support for the proposal was equally strong in all age groups and in all localities. The need for improving the health of the nation was foremost in people's minds.

AUSTRALIA-WIDE OPINION

Favor compulsory physical training ..	84 per cent.
Against it	10 "
Undecided	6 "
	100 "

Artisans and better-off people voted more than eight to one in favor of compulsory physical training. People in the lowest income group voted six to one in favor.

Small Majority for Marriage Loans

With the war near to our shores, the Victorian proposal to provide Government loans of £150 to young couples getting married has probably ceased to be practical politics, but it is a fact that a small majority of a cross-section of Australians approved the idea.

PROPOSED in October by the Deputy Leader of the Victorian Labor Party (Mr Cremean) marriage loans were expected to encourage earlier marriages and to lessen the risk of uneconomic borrowing to get necessary furniture. Deposits on houses and the purchase of furniture were the principal objects for which expenditure would be approved.

Shortly before Japan entered the war the interviewers of Australian Public Opinion Polls (The Gallup Method) asked this question of people in all circumstances in the various localities of Australia:—

Would you favor Government advances of about £150 for young men getting married?

AUSTRALIA-WIDE OPINION

In favor	51 per cent.
Against	40 per cent.
Undecided	9 per cent.
	—
	100 per cent.

Men voted "Yes" 54 p.c., and "No" 38 p.c., giving a "Yes" majority of 16 p.c. Among women, the "Yes" majority was only 6 p.c.

Wage-earners, of course, were more in favor of the scheme than were better-off people, and electors who usually support the Labor Party voted 58 p.c. "Yes," their "No" vote being 33 p.c. Non-Labor voters were evenly divided on the question.

People in the twenties voted two to one for the proposal, but the favorable majority declined through the age groups and disappeared among people over 50.

Chief arguments of people against the proposal were:—

"People should save to marry."

"Would discourage independence," and

"Shouldn't start in debt."

A constructive comment by a grazier in northern N.S.W., who approved the proposal, was that there should also be a compulsory saving plan for single people, by making deductions from their wages.

Substantial majorities in favor of the scheme were found only in New South Wales and Queensland. This table shows that the cross-section of people interviewed in Victoria—the State where the proposal originated—actually voted against it:—

	Favor Loans	Against Loans	Undecided
	p.c.	p.c.	p.c.
N.S.W.	60	32	8
Queensland	55	37	8
West. Aust.	48	43	9
South Aust.	46	44	10
Victoria	44	47	9
Tasmania	37	48	15

Mr Cremean, when outlining the scheme, proposed weekly repayments of 3/6 to cover interest at about 4 p.c. and provide for repayment of the loan in 20 years. A third of the people in favor of loans, however, thought that 5/ a week should be repaid, and most of the other "yes" voters suggested 10/ a week or more.

Two in Three Satisfied With Child Endowment

Australia's child endowment scheme—a wartime taste of post-war social security—is approved by two out of three people. Major cause of dissatisfaction is that it excludes the first child. To include them would almost double the cost.

NEARLY a year has elapsed since the Menzies Government unexpectedly announced that all children under 16, except the first child, would be endowed 5/ a week. The annual cost was estimated at £13,000,000, of which half would be raised by a tax of 2½ per cent. on payrolls.

First payment to mothers was made in July, and in November Australian Public Opinion Polls (The Gallup method) put this question to a cross-section of electors in hundreds of representative centres in all States:—

Are you satisfied with the child endowment scheme?

AUSTRALIA-WIDE OPINION

	Per Cent.
Satisfied	54
Dissatisfied	28
Undecided	12
Unable to give opinion	6
	—
	100

Voting by men and women was almost identical. No dissatisfaction was recorded by men because of the fact that payment is made to wives.

Only one out of ten comments by dissatisfied people was that the rate of 5/ a week was too low.

A surprisingly small difference—never more than 6 per cent.—occurred between the "satisfied" votes of major population groups,

such as young and old, city dwellers and farmers, and well-to-do people and people with the lowest incomes.

The scheme has never been the plaything of party politics, and the most interesting feature of the inquiry was that there was virtually no difference between the attitudes of Labor voters and non-Labor voters.

Comments of the dissatisfied people show that about a third of them thought that the first child should be endowed. Another common complaint was that the scheme should apply only to families that need it—apparently it is not generally known that cessation of the £50 tax exemption offsets endowment receipts by families with higher incomes.

Majority Satisfied With Present Hotel Hours

Just before hostilities began in the Pacific, a nation-wide survey showed that in most States a majority of the people were satisfied with whatever happened to be the legal closing hour for hotels in their State.

ANALYSIS of Australia-wide figures shows that women are the strongest supporters of early closing. Economic circumstances and age had little bearing on the nation-wide vote, but there was a slight tendency for better-off people and men under 40 to vote for 10 o'clock closing.

A comparison of figures for each State, as appended, shows that only in New South Wales and Queensland was there a substantial body of opinion for later closing.

(Note: Detailed figures of voting on opening and closing times in each State were also published in the subscribing newspapers.)

PUBLIC OPINION OF HOTEL CLOSING TIMES

	S.A.	Vic.	N.S.W.	Qld.	W.A.	Tas.
Present closing time	p.m. 6	p.m. 6	p.m. 6	p.m. 8	p.m. 9	p.m. 10
Public Opinion Poll Shows—	p.c.	p.c.	p.c.	p.c.	p.c.	p.c.
Present closing time approved by	63	55	40	41	51	68
Later closing favored by	24	33	48	43	21	—
†Earlier closing favored by	8	9	6	12	22	25
Not interested	5	3	6	4	6	7

†Includes prohibitionists who would not nominate a closing time. Some people who nominated a closing time also mentioned that they were prohibitionists.



Be sure
of your facts!

Majority Support Capital Punishment

Capital punishment was favored by about five out of eight people in a survey taken in December by Australian Public Opinion Polls, using the Gallup method of sampling public opinion.

PEOPLE in all walks of life, in the various localities of Australia, were asked:—

Do you oppose or favor capital punishment?

Most frequent comment by people interviewed was that capital punishment was a deterrent. A minority, however, felt that no one had the right to take another's life, while some thought that a lifetime in prison was a greater punishment than death.

AUSTRALIA-WIDE OPINION

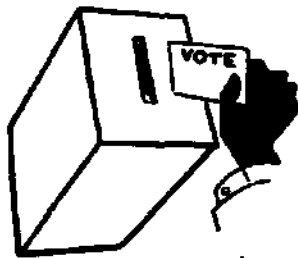
	Per Cent.
Favor capital punishment ..	52
Oppose it	33
Undecided	15
	<hr/>
	100

Men voted almost two to one in favor. The vote of women was four-to-three the same way.

Abolition of capital punishment has long been a plank of the Labor Party platform, but this is the first time the question has been put to a nation-wide cross-section. Supporters of the Labor Party who happened to be interviewed—the sample is taken at random, but within definite categories—were evenly divided on the question.

Non-Labor people on lower incomes were mostly favorable to capital punishment, and, as a group, non-Labor people of all circumstances voted more than two-to-one in favor.

There was little difference in the voting in each State, or between the attitudes of people of various ages.



NOT ENOUGH!
Study each
issue separately.

Facts About Australian Public Opinion Polls

(The Gallup Method)

What are the Polls?

They are "sample referendums," which ascertain the attitude of the Australian public on questions of national importance. "What Australia Thinks" is revealed accurately and impartially.

Who pays for the surveys?

The A.P.O.P. is registered as a non-profit company. Daily newspapers in each State pay for the right to publish results of the surveys. Articles based on the polls appear regularly in those papers.

How are surveys made ?

A staff of spare-time interviewers is operating in nearly 300 centres, in all parts of Australia. Each interviewer contacts a scientifically determined "sample" of people in his locality. Together, these "samples" are a cross-section of Australians in all walks of life—men and women, rich and poor, old and young, of all shades of opinion in their correct statistical proportions.

How large is the "cross-section"?

It is large enough to provide a true reflection of the division of public opinion in Australia. Sampling is carried to the stage where additional interviews would merely confirm results already obtained. In America the Gallup Poll cross-section varies from 3000 to 60,000 interviews depending on the questions and problems involved to ensure accuracy within 4 p.c. Similar scientific principles are being applied in Australia.

When did this technique originate ?

In 1935 Dr. George Gallup founded the American Institute of Public Opinion, known to many as the Gallup Poll. During 1940 the Director of the Australian Polls went to America and studied with Dr. Gallup and his experts.

Are Dr. Gallup's methods reliable ?—

The American Institute of Public Opinion has improved its methods consistently. Its forecast of the 1936 Presidential election, State-by-State, had an average error of 6 p.c. but in a dozen elections covered between 1936 and 1940 the average error was reduced to 4 p.c. When President Roosevelt was re-elected in November, 1940, the Institute's average error, State-by-State, was only 2½ p.c.—truly an amazing achievement in a country where voting is not compulsory and where a large proportion of the people does not bother to vote on election day.

Are Australian findings reliable ?

Basic principles formulated in America are being applied to the Australian Polls. Statistical accuracy is being established by means of a number of "control questions." Commonwealth elections will provide objective checks on accuracy.

The Sample Referendum

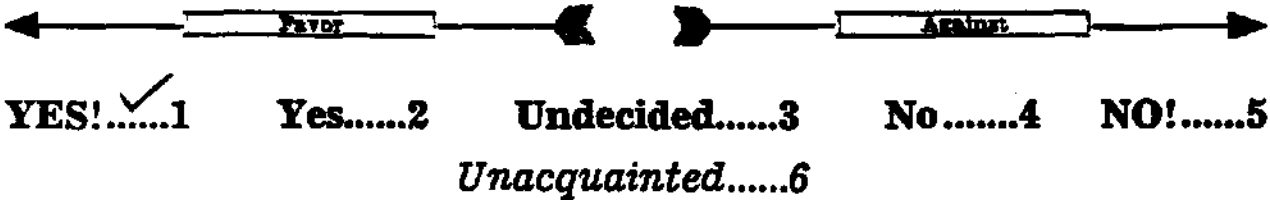
How it works . . .

Interviewers in all parts of Australia contact a cross-section of local people and ask them their opinions on questions like this:—

"Do you favor equal pay for men and women doing the same work?"

"Yes" and "No" answers are divided into emphatic and mild. People who see an equal amount of right and wrong in both sides of the question are recorded as "undecided." Those who don't understand the question are beyond the scale of opinion and are recorded as "unacquainted."

An emphatic "Yes" would be ticked thus:—



Interviewers are provided with forms on which to tabulate interviews, according to age, sex and economic type. Each person interviewed must be classified into one of four economic groups, ranging from well-to-do to pensioners. The number of people in each of those groups in each locality has been carefully calculated, and interviewers adhere strictly to these groupings. They also aim to interview one man and one woman in each age group—21 to 29, 30 to 39, etc.

Each interview is recorded on a punch-card. These cards can be sorted and counted at the rate of 350 a minute. The emphatic "YES!" ticked in the scale above is punched in the second column of this card.

