Gallup/OPOR Data, 1936–1952
Guide to Coding & Weighting

Adam Berinsky, MIT
Eric Schickler, University of California, Berkeley

ACKNOWLEDGEMENT:

The Roper Center gratefully acknowledges the work of Adam Berinsky (MIT), Eric Schickler (UC Berkeley), and their research team in data conversion, creation of STATA syntax files, and development of supporting documentation concerning coding and weighting procedures for this survey.

This material is based in part upon work supported by the National Science Foundation under Political Science Program Grant SES-1528487 and SES-1155143.

CITATION:

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Berinsky, Adam J. and Eric Schickler. 2020. The American Mass Public in the 1930s and 1940s [Computer file]. Individual surveys conducted by the Gallup Organization [producers], 1936–1952: Roper Center for Public Opinion Research, University of Connecticut [distributor].

Devin Caughey, Adam J. Berinsky, Sara Chatfield, Erin Hartman, Eric Schickler, and Jasjeet J. Sekhon. 2020. *Target Estimation and Adjustment Weighting for Survey Nonresponse and Sampling Bias* (Elements in Quantitative and Computational Methods for the Social Sciences). Cambridge: Cambridge University Press.

DOCUMENTATION AND DATA FILES (File Description):

File Name	File Description
[StudyNumber].dct	Stata dictionary program file
[StudyNumber].do	Stata command program file
[StudyNumber]sup.doc	Supplemental study documentation, Microsoft Word
[StudyNumber]sup.pdf	Supplemental study documentation, PDF
[StudyNumber]W_2020.dta	Calculated weights, Stata file

I. Common Features of the Datasets

- Each dataset has standardized "frontmatter" variables (e.g., region, gender, race, age, etc.).
- Aside from the frontmatter variables, the other variables in the dataset (namely the substantive survey questions) were coded as closely to the codebook as possible.
- Many of the datasets appear to have a small number of "duplicate" observations – that is, the same respondent appears in the survey more than once. These duplicates are dropped in the final datasets (there are usually less than five duplicates per file).[1]
- Each dataset has a .do file, a .dct file, a .dta weight file, and a .doc codebook file.
- The .doc codebook should note any problems with the datasets (e.g., whether a variable was present in the dataset but the codes were missing) as well as be a replica of the .pdf codebook (along with frontmatter).
- Missing data codes:
    - .a = NA, key punch errors, "No Choice"
    - .b = "Don't Know", "No opinion", "Can't Remember"
    - .c= Question not asked because respondent had alternate FORM
    - .d= Question not asked because of response to previous question; Question not asked because of demographic restriction for the question (e.g. if only males were asked the question, all female respondents are coded ".d")
    - .e= "Undecided"
    - .f= "Refused to Answer"
- Combined Variables: Denoted with "_CV" at the end of the variable name. Used if and only if there is a form experiment, and a question with EXACTLY the same wording is asked on each form. Note: _CV is used only if the question is in a different place within the survey (e.g. if the question is in the same place on each form with the same questions surrounding it, _CV is not used).
- Each dataset includes a set of weights developed by Berinsky and Schickler that aim to address some of the problems introduced by the use of quota controlled sampling. These weights are listed in Section III below and are described in detail in the appendix.
- In this document, we refer to a handful of supplementary files with information on weights and coding (see below for further information).

[1] These duplicates are distinct from Gallup's practice – which evidently started after the period our datasets cover – of weighting its samples by including duplicate cards for particular survey respondents from under-represented groups.

II. Guide to Front Matter Variables

We present the codes for each variable here. Some of the variable codes differ across datasets. These variables are marked by the tag, "codes will vary by dataset."

Not every variable is available in each dataset. Variables that are not available for every dataset are marked by the tag, "where available."

Variable	**Code**	
BALLOT	(Survey Number). If the coded survey number does not match the actual survey number, the observation is dropped from the dataset.	
FORM	1 Form K 2 Form T (this variable is coded as missing (.a) if the survey doesn't have two forms) (Note: Split ballot questions are coded as follows: Say question 3 is a split ballot question. We created two variables, Q3K and Q3T. Q3K is coded as missing (.c) if respondent received Form T, and Q3T is coded as missing (.c) if respondent received Form K. Non-split ballot questions are coded as a single variable.)	
STATE	11 Maine	**Northeast**
	12 New Hampshire	
	13 Vermont	
	14 Massachusetts	
	15 Rhode Island	
	16 Connecticut	
	21 New York	**Middle Atlantic**
	22 New Jersey	
	23 Pennsylvania	
	24 Maryland	
	25 Delaware	
	26 West Virginia	
	31 Ohio	**East Central**
	32 Michigan	
	33 Indiana	
	34 Illinois	

	41 Wisconsin	**West Central**
	42 Minnesota	
	43 Iowa	
	44 Missouri	
	45 North Dakota	
	46 South Dakota	
	47 Nebraska	
	48 Kansas	
	51 North Carolina	**South and Southwest**
	52 South Carolina	
	53 Virginia	
	54 Georgia	
	55 Alabama	
	56 Arkansas	
	57 Florida	
	58 Kentucky	
	59 Louisiana	
	81 Mississippi	
	82 Oklahoma	
	83 Tennessee	
	84 Texas	
	61 Montana	**Rocky Mountain**
	62 Arizona	
	63 Colorado	
	64 Idaho	
	65 Wyoming	
	66 Utah	
	67 Nevada	
	68 New Mexico	
	71 California	**Pacific Coast**
	72 Oregon	
	73 Washington	
REGION	(states collapse into 7 regions as classified above)	
	1 Northeast	
	2 Middle Atlantic	
	3 East Central	
	4 West Central	
	5 South and Southwest	
	6 Rocky Mountain	
	7 Pacific Coast	

FEMALE	0 Male 1 Female
AGE	age in years; some datasets have age coded by decile (20-29, 30-39, etc.)
CLASS	(codes will vary by dataset)
OCCUPATION1 OCCUPATION2 OCCUPATION3	 (where available) (where available)
BLACK	0 White 1 Black
SIZE	(urban/rural/city population size-codes will vary by dataset)
EDUCATION	(where available-codes will vary by dataset)
AGE_3WAY	(if AGE is only coded by decile, then omit) 1 21-34 yrs old 2 35-49 yrs old 3 50 yrs old+ (Note under 21 is coded as missing)
AGE40	1 40 years old or older 0 Under 40 years old (Note under 21 is coded as missing)
OCC8	1 Professional 2 Semi-Professional 3 White Collar 4 Labor 5 Farm 6 Clerks 7 Unemployed 8 Other

Note: See Appendix 1 for details about the Occupation codes.

PROF	1 Professional (Professional, Semi-Professional) 0 Not Professional (White Collar, Farmer, Clerks, Labor or other)
REGION4	1 Northeast 2 Midwest 3 South 4 West
NOTES:	New England, Middle Atlantic = Northeast East Central, West Central = Midwest South, Southwest = South Rocky Mountain, Pacific Coast = West
EDU_RECODE	1 Grade School 2 Some HS 3 HS Grad 4 Some College or higher

See Appendix 1 for details about the Education codes.

VOTE_PRO	(prospective vote choice: who will you vote for in the *next* election) 1 FDR; Democrat 2 Landon (1936) or Willkie (1940) or Dewey (1944); Republican 3 Other; Socialist; "Other Party"; "Yes will vote, candidate unspecified" 4 Will not vote; Too young to vote
VOTE_RETRO	(retrospective vote choice: who did you vote for in the *last* election) 1 FDR Roosevelt; Democrat; "Definitely certain voted Roosevelt"; "Fairly certain voted Roosevelt" 2 Landon (1936) or Willkie (1940) or Dewey (1944); Republican; "Definitely certain voted (Landon, Willkie, or Dewey)"; "Fairly certain voted (Landon, Willkie, or Dewey)" 3 Other Socialist; "Other Party"; "Yes voted, candidate unspecified"; "Voted for other candidate" 4 Did not vote; Too young to vote

Note: VOTE_RETRO_CV is used when there is a two-form experiment. One form asks "party" of candidate voted for in last presidential election, other form asks name of candidate voted for in last presidential election.

PHONE_RECODE 1 Phone in household
0 No phone

Phone Categories (for additional information, see the appendix material on "phone targets" below.

Phone in household category:
Telephone in own home.

Two-step phone question:
Yes "Telephone in home" & "Yes, under name or name of person in immediate family";
Yes "Telephone in own home" & NA on listing question.
Telephone; "Yes, name in phonebook"

No Phone category:
No phone
Yes "Telephone in home" & "No, not under the name of a person in immediate family" (Two-step phone question)
"No, name not in phonebook"
Telephone in Apartment House
Telephone in Boarding House
Use Relative's Phone
Use Friend's Or Neighbor's
Pay Station Handy
No Access
Other

CAR_RECODE 1 Car
0 No car

III. Weights & Related Issues

Many contemporary opinion polls are conducted using probability sampling designed to ensure that every citizen has an equal chance of being sampled. However, polls in the U.S. before the 1950s were conducted using quota-controlled sampling methods, in which pollsters sought to interview certain predetermined proportions of people from particular segments of the population (see Berinsky 2006 for a description of the quota sampling practices and Caughey et al. 2020 for a general description of the weighting procedure employed here).

For the purposes of interpreting frequencies on variables of interest, the central problem is that many of the survey samples do not represent certain groups in proportion to their population share. But though the quota-controlled sample data were collected in ways that appear from a modern vantage point to be haphazard, the data collection process introduced predictable deviations between the characteristics of the sample and that of the population. We have therefore created a series of post stratification weights designed to account for these measurable differences to make reasonable inferences about the U.S. population.

We strongly encourage scholars to use these weights. In some cases, the weighted marginals are very similar to the unweighted marginals. But in other cases, the use of weights can greatly change the picture of public opinion. For example, Berinsky, Powell, Schickler, and Yohai (2011), demonstrate that the use of weights shifts the distribution of party identification from 1936 to 1945, increasing the estimate of Democratic Party identification by an average of four percent. This result is in large part due to the fact that southerners tended to identify with the Democratic Party and were significantly underrepresented in the polls from the 1930s and 1940s.

There are four different sets of weights, which differ from each other in two respects: (1) the target population to which they are calibrated and (2) the auxiliary vector on which they are based. The weights are found at the end of the dataset. The number and type of weights varies across the datasets depending on whether the specific weighting variable is present in the dataset and on particular features of the dataset. However, the specific weight that is "best" to use depends in part on what the most appropriate population of interest is, given the researcher's question. Since poll samples differ systematically across AIPO, OPOR, and NORC, we also tailored our weighting schemes to each survey organization. Table 1 lists the various types of weights and summarizes them.

To Use these weights in STATA, use the “iweight” option. For example to produce a weighted tabulation of variable Q1A with the “WtPubComp” weight, type:

Tab Q1A [iweight = WtPubComp]

These weights can also be used in other software programs, such as R (we recommend the “survey” package) and SPSS. Please see the program documentation for guidance on how to use these adjustment weights.

Table 1: Summary of Survey Weights

Org.	Weight Name	Pop.	Weight Type	Auxiliary Variables	Interacted Variables	% Wtd.
AIPO	WtPubComp	Adults	Comparable	Phone, Professional, Female, Region, South, Black, Size	Phone, Female	91%
⋮	WtVotComp	Voters	Comparable	Phone, Professional, Female, Region, South, Black, Size	Phone, Female, South	91%
⋮	WtPubEd	Adults	Education	Phone, Professional, Female, Region, South, Black, Size, Education, Age	Phone, Female, Education	46%
⋮	WtVotEd	Voters	Education	Phone, Professional, Female, Region, South, Black, Size, Education, Age	Phone, Female, South, Education	45%
APOR	WtVotComp	Voters	Comparable	Phone, Professional, Female, Region, South, Black, Size, Age	South	76%
⋮	WtWhtComp	Whites	Comparable	Phone, Professional, Female, Region, South, Size, Age	Phone, Female, South	100%
⋮	WtVotEd	Voters	Education	Phone, Professional, Female, Region, South, Black, Size, Education, Age	South	76%
⋮	WtWhtEd	Whites	Education	Phone, Professional, Female, Region, South, Size, Education, Age	Phone, Female, South, Education	100%
NORC	WtPubEd	Adults	Education	Female, Black, South, Size, Education	Female, Education	100%
⋮	WtWhtEd	Whites	Education	Female, South, Size, Education	Female, South, Education	100%

For applied users, choosing which weights to use will often entail a trade-off between maximizing comparability over time and reducing bias in a given poll as much as possible. For most analyses, education weights will be the best choice because they are the most effective at reducing the class bias in the poll samples. However, if education weights are not available in a given poll, or if one desires comparability with polls without education weights (e.g., for over time analyses), then comparable weights should be used instead. Only when both comparable and education weights are unavailable should one rely on the best feasible weights, which are neither as comparable across polls nor as effective at reducing bias as the other weights.

Specific information about each type of weight:

- **WtPubComp:** Weights are calibrated to the voting-age population (VAP) of all U.S. adults over the age of 21. "Comparable" weights are based on the subset of auxiliary variables included in nearly all Gallup polls: Phone, Female, Region, Professional, Black, and Size (a combination of Farm and Urban). Because they are based on a single consistent auxiliary vector, the comparable weights ensure that differences in estimates across polls are not the result of differences in the weighting scheme.

- **WtVotComp:** Weights are calibrated to the voting-eligible population (VEP) of all U.S. adults except African Americans in the former Confederacy. "Comparable" weights are based on the subset of auxiliary variables included in nearly all Gallup polls: Phone, Female, Region, Professional, Black, and Size (a combination of Farm and Urban). Because they are based on a single consistent auxiliary vector, the comparable weights ensure that differences in estimates across polls are not the result of differences in the weighting scheme.

- **WtPubEd:** Weights are calibrated to the voting-age population (VAP) of all U.S. adults over the age of 21. Although the comparable weights substantially increase the representativeness of the poll samples, weights based on Education do so even more effectively. We created "education" weights based on an auxiliary vector that includes not only the variables used to create the comparable weights but also Education and Age.

- **WtVotEd:** Weights are calibrated to the voting-eligible population (VEP) of all U.S. adults except African Americans in the former Confederacy. Although the comparable weights substantially increase the representativeness of the poll samples, weights based on Education do so even more effectively. We created "education" weights based on an auxiliary vector that includes not only the variables used to create the comparable weights but also Education and Age.

APPENDIX 1: Notes About the Occupation and Education Codes

Occupation:

Gallup used a variety of occupation codes throughout this period. In the earliest surveys, it was common for Gallup to include a single variable for occupation (referred to as OCCUPATION1 in this codebook and in the datasets). For the first several Gallup surveys (through AIPO74), the response distribution indicates that this question referred to the respondent's current occupation (e.g. professional, unemployed, skilled workers, unskilled workers, etc.). This provided sufficient information for us to construct occupation weights using the professional dummy variable (since we could identify whether the respondent was currently a professional or not). Starting in late March 1937 with AIPO 75, Gallup evidently changed how this OCCUPATION1 variable was coded. The response distribution suggests that this now referred to the usual occupation of the head of the household (rather than the respondent's current occupation). We made this inference based on several observations: for example, very few respondents were coded as unemployed and female respondents had very similar response distributions to males (as compared to the earliest surveys, where females were much more likely to be coded as "other or none"). We therefore did not construct occupation weights for these surveys unless there was supplementary information on the respondent's employment status elsewhere in the survey.[2]

Gallup once again changed its approach to coding occupation in December 1938 (AIPO 140). It now included a secondary occupation question (and at times a third occupation question). Where OCCUPATION1 referred to the head of household's occupation, these supplementary questions – referred to in the codebook and datasets as OCCUPATION2 and OCCUPATION3 – specified the respondent's employment status and relationship to the head of household. The term "Secondary" in the occupation categories listed below refers to codes in these latter types of question. This additional information allowed us to determine the *respondent's* occupation. As a result, we were able to construct occupation weights for these surveys (using the professional dummy variable).

In some cases there were questions within the survey that indicated the respondent's occupation and / or employment status (member of the armed forces, unemployed, etc.). The information in these questions is used to code the OCC8 and PROF variable when the information does not exist in the interviewer-coded secondary occupation variable.

Professional category:
- Professional
- Business
- Business, executive

- Proprietor, Manager
- Small Business

[2] Starting with AIPO 111 in 1938, this OCCUPATION1 variable appears to have referred to the head of household's current occupation (rather than usual occupation). Thus, the percentage unemployed is much higher in these surveys. We did not construct occupation weights for these surveys (unless there was an additional occupation variable), however, since we still lack information on the respondent's occupation.

Semi-Professional category:
- Semi-professional
- White Collar category:
- White Collar (if no reference to clerk)

Labor category:
- Skilled labor
- Skilled workmen
- Semi-skilled labor
- Semi-skilled worker
- Domestic service work
- Protective service work, police watchmen
- Service worker, other
- Unskilled labor
- Other unskilled labor
- Servants
- Servant class
- Laborers, other than farm
- Semi-skilled artisans, machine operators, truck drivers
- Personal service, barbers, beauticians, waiters
- Operatives
- "Other service"

Farm category:
- Farmer
- Farm laborer

Clerk category:
- Clerk
- White Collar-Clerk
- Clerical and Sales

Unemployed category:
- Unemployed (Secondary)
- WPA (Secondary)
- OR-Home (Secondary)
- Home-Relief (Secondary)
- Respondent is unemployed (Secondary)

Other category:
- Other
- Not elsewhere classified
- Independent Income, not working
- Widow (Secondary)
- Retired (Secondary)
- Housewife (Secondary)

Mother (Secondary)
Housewife, mother, widow (Secondary)
Student (Secondary)
Son or Daughter (Secondary)
Child (Secondary)
Respondent is retired (Secondary)
Respondent's husband is employer/employed (Secondary)
Respondent's husband is retired (Secondary)
Respondent's husband is unemployed (Secondary)
Respondent's child is employer/employed (Secondary)
Respondent's child is unemployed (Secondary)
Respondent's parent is employer/employed (Secondary)
Disabled (main earner)
Brother or Sister (of main earner)
Other Relatives (of main earner)
Other non-relatives (of main earner)
Deceased (main earner)

General Notes about Occupation Categories:

*If the data is missing on the primary occupation question, but there exists data for the secondary question code, we coded on the basis of the secondary code if respondent is not employed.
*We code males in the armed forces as missing (.a)
*When females are coded as "Housewives" and "Armed forces", we coded the respondent as a Housewife (Other), because the "Armed Services" code evidently referred to the respondent's spouse. If a female is coded as "Armed forces" for occupation, but NOT coded as Housewife, we coded the respondent using the primary occupation (based on the assumption Armed Services refers to her husband and the primary occupation refers to the respondent).
*Male "Defense Workers" are recoded using primary occupation.

Education Codes:

Grade School Category:
No schooling
Grades 1-6
Grades 7-8
Grade school, undesignated

Some HS Category:
Grades 9-11
High School, incomplete
High School, undesignated
Finishing School
Business school undesignated, no HS
Grade School Grad., attended Business school

HS Grad Category:
Grade 12
High School, graduate
Trade School-Beauty
Vocational/Trade school Grad

Some College Category:
College, incomplete
College, undesignated
College, graduate
Less than one year of College
Nurses training
Business School (Also: Business school-had HS)

APPENDIX 2: Population Targets for the Weights

The target population for the weights is are non-institutionalized residents of the United States (except the District of Columbia) who were over the age of 21 (or, in the case of the VEP weights, this population except African Americans in the former Confederacy). The population targets to which the poll samples were calibrated were estimated using data from several sources, including IPUMS and AT&T. For details on the estimation process, see Caughey et al., *Target Estimation and Adjustment Weighting for Survey Nonresponse and Sampling Bias* and Devin Caughey and Mallory Wang. 2019. "Dynamic Ecological Inference for Time-Varying Population Distributions Based on Sparse, Irregular, and Noisy Marginal Data." *Political Analysis* 27 (3): 388–396.

Weighting variables:

REGION: for Gallup and OPOR datasets, we used a 4 category region variable. This takes the original 7 category region variable in Gallup and recodes it as follows:

Northeast = Northeast and Mid-Atlantic
Midwest = East Central, West Central
South: South and Southwest
West: Rocky Mountain and Pacific Coast.

EDUCATION: we created a 4 category education measure from the original education variable in the datasets (EDU_RECODE is this recoded variable). See Appendix 1 above.

PROFESSIONAL:

1	Professional (Professional, Business, Executive, Proprietor/Manager, Small Business, Semi-Professional)
0	Not Professional (White Collar, Farmer, Clerks, Labor or other)

Note: See Appendix 1 above for details on the occupation codes. We were able to compute Professional weights for surveys with sufficient information to classify the **respondent's occupation**. For the first several Gallup surveys (through AIPO74), there was a single occupation question that referred to the respondent's usual occupation. We computed professional weights for these surveys. Starting with AIPO75, this first occupation question referred to the head of household's occupation (e.g. if the respondent was a housewife, her husband's occupation was recorded). When this was the only occupation question included, we did not do professional weights. Starting with AIPO 140 (and with a few earlier exceptions), Gallup supplemented this first question with information about the employment status of the respondent. We computed professional weights for all surveys that included this supplementary information (this generally took the form of a second and / or third occupation question following the initial occupation prompt, but it at times took the form of a separate question in the main body of the survey)

Dividing the sample into "professional" vs. everyone else is a crude measure, but other schemes mean the categories are even less homogenous due to the large and eclectic "other" category: housewives, students, unemployed, etc.

Mapping from Census occupation codes to survey occupation codes is more art than science (see .do file and Front Matter Coding for mapping).

PHONE TARGETS:

Accounting for Variation in Phone Questions

1. Estimating the Bias of Phone Question Variants.

Over the 1936–52 period, AIPO surveys included ten distinct variants of a phone ownership question. Table A1 lists the exact wording of each variant, along with the years in which at least one poll used the variant. We refer to variant 2 as the "baseline" variant because it corresponds most closely to the definition used by Field (2006): "percentage of households with telephones" (though see below for the adjustments required to move from households to individuals). Several of the question variants so similar—both in their wording and in their response distributions that we believe it is reasonable to treat them as substantively identical in terms of their bias relative to the baseline variant. We thus group variants 3, 4, 6, and 7 into the same broader category, and do the same with variants 8 and 9 (see fourth column of Table A1). Although variant 10 is substantively very similar to 8 and 9, its temporal coverage is very different, and perhaps for that reason its bias relative to baseline also differs from the other two variants. We therefore classify variant 10 in a separate category from 8 and 9. This leaves a total of six broader categories, including the baseline variant 2.

Due to differences in wording and/or response options,[3] the probability of a respondent being coded as a phone owner differs modestly across question variants. Variant 5, for example, classifies a respondent as a phone owner if and only if they indicate that they "have [a] telephone in [their] own home." By contrast, variant 2 (the baseline) codes a respondent as a phone owner if and only if they (a) have a phone in their home and (b) the phone is not listed under the name of someone outside their immediate family. Because variant 5 uses a more expansive definition of phone ownership than variant 2, polls that use it tend to code a higher percentage of respondents as phone owners. Thus, when we construct weights for polls we must use population targets that account for the fact that phone ownership by variant 5's definition is more common in the population than phone ownership by variant 2's definition. To do this, estimate the bias of each question variant relative to baseline and construct national phone-ownership targets that incorporate the bias of each variant.

To estimate the bias of each variant, we first pooled together all 434 Gallup polls be- tween 1936 and 1952 that included a question about phone access. We then ran a series of regressions predicting reported phone ownership as a function of demographics, time trends, and the phone question variant. Specifically, we estimated three versions of the following specification:

[3] Variants 5 and 6 differ only their response options.

$$Phone_i = v_{v[i]} + \alpha_{t[i]} + \gamma_{s[i]} + \beta_1 NationalPhoneTarget_{t[i]} + \beta_2 Black_i + \beta_3 Female_i + \beta_4 Prof_i + \beta_5 Farm_i + \beta_6 Urban_i + e_i,$$

where $v_{v[i]}$ is an intercept for each of the six question variants v, $\alpha_{t[i]}$ is an intercept for each year t, $\gamma_{s[i]}$ is an intercept for each state s, and *NationalPhoneTarget* $t_{[i]}$ is the percentage of U.S. households with a phone in year t. In one variation on this specification we replaced the year intercepts with a four-knot natural spline in the poll number. In the other variation we allowed the effect of all variables except year, national phone target, and variant to vary linearly by year. The estimated variant-specific intercepts differed little across specifications except for variant 1, which the spline specification estimates to be +4.8% relative to baseline and the other two specifications estimate to be about +6.3%. The standard errors of the bias estimates were around 0.3%. Rather than choose one preferred specification, we averaged across the three sets of estimates to produce the bias estimates listed in the rightmost column of table 2. As this column indicates, the estimated biases of the non-baseline questions range from 2 to 7 percentage points.

Table A1: Phone Question Variants

Variant	**Question Wording**	**Years in Use**	**Category**	**Bias (%)**
1	Telephone/No Telephone	1936–39, 1941–42	Phone (1)	+5.8
2 (baseline)	Is there a telephone in your home (place where you live)? If "yes": Is the telephone listed either under your name or the name of a member of your immediate family?	1940–48	Home phone (2)	NA
3	What sort of telephone arrangements do you have?	1939	How phone, 7 options (3, 4, 6, 7)	+3.9
4	What access to a telephone do you have when you are at home?	1939–40	How phone, 7 options (3, 4, 6, 7)	+3.9
5	What means of telephoning do you have when you are at home?	1939–40	How phone, 2 options (5)	+7.0
6	What means of telephoning do you have when you are at home?	1940	How phone, 7 options (3, 4, 6, 7)	+3.9
7	How do you make a telephone call when you are home?	1939	How phone, 7 options (3, 4, 6, 7)	+3.9
8	Is your name in the telephone book (Ask if father's or mother's name is listed in case of young people living at home)?	1940	Phone book, 1940 (8, 9)	+4.3

9	Is your home telephone number in the telephone book (Ask if father's or mother's name is listed in case of young people living at home)?	1940	Phone book, 1940 (8, 9)	+4.3
10	Do you have a telephone in your home listed in your name or in the name of some one in your immediate family?	1948–52	Phone book, post-1948 (8, 9)	+2.1

2. Annual National Proportion for Each Definition of Phone Ownership.
The second step in accounting for different phone question wordings is to create annual national population targets for each of the size variant categories.

We begin by creating targets for the baseline question variant. We do this by adjusting the national phone proportions estimated from our population interpolation model in such a way that annual changes between years with data (1930, 1935, 1937, 1940, 1945, and 1950) are proportional to the annual change in household phone-ownership reported in *Historical Statistics of the United States* (Field 2006). We do this because even though the *HSUS* numbers pertain to households rather than individuals, they do indicate the relative change in phone-ownership in each year (in some years, especially 1943–47, the change is quite non- linear). If, for example, the household rate increased 0.01 between 1935 and 1936 and 0.03 between 1936 and 1937, we would apportion one quarter of the total 1935–37 increase in the individual-level series to 1935 36 and three quarters to 1936–37. This leaves us with an adjusted set of annual targets for the baseline question variant that matches observed benchmarks in years with data but in years without data follows the trend in household phone ownership.

Next, we use this adjusted baseline series to create analogous annual targets for each question variant. This simply entails adding the variant-specific biases estimated in step (1) above to the baseline series. For example, the target for variant 1 in 1936 is simply the baseline target (31.0%) plus variant 1's bias estimate (5.8%), yielding a national target of 36.8%. Table A2 compares the baseline targets with the targets for the other variants as well as with the *HSUS* figures.

Table A2: Estimated Phone Ownership by Year

		Question Variant					
Year	HSUS	Baseline	1	3–4, 6–7	5	8–9	10
1936	33.1	31.0	36.8	34.9	38.0	35.3	33.1
1937	34.3	32.2	38.0	36.1	39.2	36.5	34.3
1938	34.6	32.4	38.2	36.3	39.4	36.7	34.5
1939	35.6	33.4	39.2	37.3	40.4	37.7	35.5
1940	36.9	34.6	40.4	38.5	41.6	38.9	36.7
1941	39.3	36.9	42.7	40.8	43.9	41.2	39.0
1942	42.2	39.6	45.4	43.5	46.6	43.9	41.7

1943	45.0	42.2	48.0	46.1	49.2	46.5	44.3
1944	45.1	42.3	48.1	46.2	49.3	46.6	44.4
1945	46.2	43.3	49.1	47.2	50.3	47.6	45.4
1946	51.4	48.2	54.0	52.1	55.2	52.5	50.3
1947	54.9	51.5	57.3	55.4	58.5	55.8	53.6
1948	58.2	54.6	60.4	58.5	61.6	58.9	56.7
1949	60.2	56.4	62.2	60.3	63.4	60.7	58.5
1950	61.8	57.9	63.7	61.8	64.9	62.2	60.0
1951	64.0	60.0	65.8	63.9	67.0	64.3	62.1
1952	66.0	61.9	67.7	65.8	68.9	66.2	64.0

3. Adjusted Cell Targets for Each Question Variant.

The third step is to create variant-specific versions of the cell targets produced by the interpolation model. Broadly speaking, this requires adjusting the cell proportions so that the national proportion of phone-owners matches the variant-specific targets just described, but without altering the joint distribution of all other auxiliary variables. We do this by calibrating (specifically, raking) the cell proportions to match two sets of benchmark totals: (1) the variant specific marginal distribution of phone ownership in each year, and (2) the joint distribution of all auxiliary variables in the original target matrix except *Phone*. This is essentially equivalent to adjusting the proportion of phone owners within each pair of cells with identical values on all auxiliary variables other than *Phone*. This procedure ensures that the information on all other variables is preserved and only the marginal distribution of *Phone* is changed. The products are variant-specific cell targets that can be used to calibrate polls that used the corresponding question variant.

PHONE CODES [complete list; the summary codes are as follows –
Wording type 1=question wording 1; Wording type 2=question wording 2; Wording type 3=question wordings 3, 4, 6, 7; Wording type 4=question wording 5; Wording type 5=question wording 8,9,10]

1: Telephone/No Telephone

1 Tel
2 No Tel

2: Is there a telephone in your home (place where you live)?

1 Yes
2 No

If "yes:" Is the telephone listed either under your name or the name of a memberof your immediate family?

1 Yes
2 No

Gallup coding for combined variable[4]:

3: What sort of telephone arrangements do you have?[5]

1 Telephone in own home
2 Telephone in apartment house
3 Telephone in boarding house
4 Use relative's phone
5 Use friend's or neighbor's
6 Pay station handy
7 No access

4: What access to a telephone do you have when you are at home?

1 Telephone in own home
2 Telephone in apartment house
3 Telephone in boarding house
4 Use relative's phone
5 Use friend's or neighbor's
6 Pay station handy
7 No access

5: What means of telephoning do you have when you are at home?

1 Have telephone in own home
2 Do not have telephone in own home

[4] Codes "1" and "3" we coded as "1" (Phone) for the PHONE_RECODE variable, and code "2" as "0" (No Phone).

[5] Note: We only coded "Telephone in own home" as having a phone (code 1) for the PHONE_RECODE variable. All other categories were treated as "No phone" (code 0).

6: What means of telephoning do you have when you are at home?

1 Telephone in own home
2 Telephone in apartment house
3 Telephone in boarding house
4 Use relative's phone
5 Use friend's or neighbor's
6 Pay station handy
7 No access

7: How do you make a telephone call when you are home?

1 Telephone in own home
2 Telephone in apartment house
3 Telephone in boarding house
4 Use relative's phone
5 Use friend's or neighbor's
6 Pay station handy
7 No access

8: Is your name in the telephone book (Ask if father's or mother's name is listed in case of young people living at home)?

1 Yes
2 No

9: Is your home telephone number in the telephone book (Ask if father's or mother's name is listed in case of young people living at home)?

1 Yes
2 No

10: Do you have a telephone in your home listed in your name or in the name of someone in your immediate family?

1 Yes
2 No

(Follow Up)[6]
If "Yes," ask: Is the telephone used mainly for home use, or for business?

1 Home
2 Business
3 Both

[6] The follow-up was coded as a separate variable. We did not use the follow-up for the coding of the PHONE_RECODE variable.

Additional notes:

- Some surveys are of special populations – e.g., only farmers; only residents of Chicago, etc. **These datasets were not weighted and hence have no weight file.**

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Roper Center for Public Opinion Research
USOPOR 1941-809

Country:	United States
Title:	OPOR Poll #1941-809: War Survey
Survey Organization:	Office of Public Opinion Research
Sponsor:	
Field Dates:	July 10, 1941
Sample:	National Adult
Sample Size:	3,163
Sample Notes:	There are 2 forms for this study located in column 4. Form K=1; Form T=2.
Interview Method:	Face to Face
Weight Location:	None

No. of records per respondent: 1

Coder's note: Dummy variables (answers to questions that allow for more than one response to be chosen) are listed in this codebook under the question they answer, rather than as separate variables.

For instance, responses labeled "Q01_1," "Q01_2," "Q01_3," "Q01_4" and "Q01_5" would be listed under "Q01."

The data for these variables are coded as: (0) Not chosen
(1) Chosen response.

Problems: 1 duplicate was dropped

Codes unknown for variables INTRVWR, QUESTNRE, dropped from dataset

Missing front-matter variables: VOTE_PRO, EDUCATION, EDU_RECODE, VOTE_RETRO

Codes missing for Q5C, No data for questions 15 and 16

EDUCATION codes unknown

FORM

1. K
2. T

STATE

11. Maine
12. New Hampshire

13. Vermont
14. Massachusetts
15. Rhode Island
16. Connecticut
21. New York
22. New Jersey
23. Pennsylvania
24. Maryland
25. Delaware
26. West Virginia
31. Ohio
32. Michigan
33. Indiana
34. Illinois
41. Wisconsin
42. Minnesota
43. Iowa
44. Missouri
45. North Dakota
46. South Dakota
47. Nebraska
48. Kansas
51. North Carolina
52. South Carolina
53. Virginia
54. Georgia
55. Alabama
56. Arkansas
57. Florida
58. Kentucky
59. Louisiana
61. Montana
62. Arizona
63. Colorado
64. Idaho
65. Wyoming
66. Utah
67. Nevada
68. New Mexico
71. California
72. Oregon
73. Washington
81. Mississippi
82. Oklahoma
83. Tennessee
84. Texas

REGION

1. Northeast
2. Middle Atlantic
3. East Central
4. West Central
5. South and Southwest
6. Rocky Mountain
7. Pacific Coast

FEMALE

0. Male
1. Female

AGE

[Coded as age in years]

CLASS

1. Wealthy
2. AV+
3. AV
4. P+
5. P
6. OAA
7. OR-WPA
8. OR-Home

OCCUPATION1

0. Professional
1. Farmer
2. Businessmen
3. Clerk (white collar)
4. Skilled labor
5. Semi-skilled labor
6. Farm labor
7. Other unskilled labor
8. Servants

OCCUPATION2

1. Breadwinner
2. Housewife
3. Student
4. Son or daughter
5. Mother

OCCUPATION3

1. Employed

2. Unemployed
3. Retired
4. WPA
5. OR-Home relief
6. Widow

BLACK

0. White
1. Black

SIZE

1. Farm population
2. < 2500
3. 2500-10000
4. 10000-100000
5. 10000-100000
6. 500000 and over

EDUCATION.

[No data]

AGE_3WAY

1. 21-34 yrs old
2. 35-49 yrs old
3. 50 yrs old+

AGE40

0. Under 40 years old
1. 40 years or older

OCC8

1. Professional
2. Semi-Professional
3. White Collar
4. Labor
5. Farm
6. Clerks
7. Unemployed
8. Other

PROF

0. Not professional
1. Professional

REGION4

1. Northeast
2. Midwest

3. South
4. West

EDU_RECODE
[No data]

VOTE_PRO
[No data]

VOTE_RETRO
[No data]

PHONE_RECODE
0. No phone
1. Phone in household

CAR_RECODE
0. No car
1. Car

BALLOT
Ballot=809

DATE
[Codes missing]

INCOME. Please tell me in which of these groups the average weekly income of your immediate family belongs?
1. Under $15
2. Between $15 & $19.99
3. Between $20 & $20.99
4. Between $30 & $39.99
5. Between $40 & $60
6. Over $60

INTPLACE
1. Home
2. Office

3. Street
4. Other

Q2K. Senator Wheeler says that the power of the United States should be put behind a peace movement to end the war now. Do you agree, or disagree, with Senator Wheeler's statement?
1. Agree
2. Disagree

Q2T. It has been said recently that the power of the United States should be put behind a peace movement to end the war now. Do you agree, or disagree?

1. Agree
2. Disagree

Q3CV. Which of these statements do you think is closer to the truth?

1. England is now fighting to preserve democracy against the spread of dictatorship
2. England is now fighting mainly to keep her power and wealth
3. Both

Q3K. Which of these statements do you think is closer to the truth?

1. England is now fighting to preserve democracy against the spread of dictatorship
2. England is now fighting mainly to keep her power and wealth
3. Both

Q3T. Which of these statements do you think is closer to the truth?

1. England is now fighting mainly to keep her power and wealth
2. England is now fighting to preserve democracy against the spread of dictatorship
3. Both

Q4. Do you think the United States sill go into the war in Europe sometime before it is over, or do you think we will stay out of the war?

1. Go in
2. Stay out
3. Go in if long war
4. Go in if Germany and Italy are winning
5. Other
6. Undecided

Q5A. Are you employed now?

1. Yes, employed
2. Employer
3. No

Q5B. If 'employed' on Q5A: work connected to defense?

1. Yes, directly
2. Yes, indirectly
3. No

Q5D. If 'No' on Q5B: Would you like to do something in your spare time without pay to help national defense?

1. Already am
2. Yes
3. No
4. Undecided

Q5E. If 'yes' or 'undecided' on Q5D: Can you think of anything that you, yourself could do to help the Defense program?

1. Yes
2. No

Q6. Do you approve, or disapprove, of the government's action in taking over the defense of Iceland?

1. Approve
2. Disapprove

Q7AK. Which of these two things do you think is most important?

1. Germany be defeated
2. This country keep out of war

Q7AT. Which of these two things do you think is more important for the United States to try to do--?

1. Help Britain, even at the risk of getting into war
2. Keep out of war ourselves

Q8K. It has been said recently that in order to keep the Germans out of North and South America, we must prevent them from capturing the islands off the west coast of Africa. Do you think we should try to keep the Germans out of the islands off the west coast of Africa?

1. Yes
2. No

Q8T. President Roosevelt said recently that in order to keep the Germans out of North and South America we must prevent them from capturing the islands off the west coast of Africa. Do you think we should try to keep the Germans out of the islands off the west coast of Africa?

1. Yes
2. No

Q9K. Some people say that since Germany is now fighting Russia, as well as Britain, it is not necessary for this country to help Britain. Do you agree, or disagree with this?

1. Agree
2. Disagree

Q9T. Some people say that since Germany will probably defeat Russia within a few weeks and then turn her full strength against Britain, it is more important than ever that we help Britain. Do you agree, or disagree with this?

1. Agree
2. Disagree

Q10. In the present war between Germany and Russia, who do you want to win, Germany or Russia?

1. Germany
2. Russia

Q11. Should the United States take steps now to keep Japan from becoming more powerful, even if this means risking war with Japan?

1. Yes
2. No

Q12. If England defeats Germany and Italy, should the peace treaty be less severs, or more severe, than the treaty at the end of the last war?

1. Less severe
2. Same
3. More severe

Q13. If Germany and Italy should defeat England in the present war, do you think Germany and Italy would start a war against the United States within the next ten years?

1. Yes
2. No

Q14A. Do you think that in America anybody should be allowed to speak on any subject any time he wants to, or do you think there are times when free speech should be prohibited?

1. Allow free speech at all times
2. Free speech should be prohibited sometimes

Q14B. If 'Allow free speech always' on Q14A: Do you believe in free speech to the extent of allowing Fascists and Communists to hold meetings and express their views to the community?

1. YES!
2. Yes
3. NO!
4. No

Q17. Which, if any, Church do you belong to?

0. Protestant
1. Roman Catholic
2. Baptist
3. Methodist
4. Jew
5. Lutherans
6. Presbyterian
7. Episcopalian
8. Congregational
9. Reformed
11. Other
12. No Church

Q18A.

[Codes missing]

Q18B.

[Codes missing]

Roper Center for Public Opinion Research
USOPOR 1941-809

Country: United States
Title: OPOR Poll #1941-809: War Survey
Survey Organization: Office of Public Opinion Research
Sponsor:
Field Dates: July 10, 1941
Sample: National Adult
Sample Size: 3,163
Sample Notes: There are 2 forms for this study located in column 4. Form K=1; Form T=2.
Interview Method: Face to Face
Weight Location: None
No. of records per respondent: 1

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Problems:	Codes unknown for variables INTRVWR, QUESTNRE, dropped from dataset Missing front-matter variables: VOTE_PRO, EDUCATION, EDU_RECODE, VOTE_RETRO Codes missing for Q5C, No data for questions 15 and 16 EDUCATION codes unknown

FORM
1. K
2. T

STATE
11. Maine
12. New Hampshire
13. Vermont

14. Massachusetts
15. Rhode Island
16. Connecticut
21. New York
22. New Jersey
23. Pennsylvania
24. Maryland
25. Delaware
26. West Virginia
31. Ohio
32. Michigan
33. Indiana
34. Illinois
41. Wisconsin
42. Minnesota
43. Iowa
44. Missouri
45. North Dakota
46. South Dakota
47. Nebraska
48. Kansas
51. North Carolina
52. South Carolina
53. Virginia
54. Georgia
55. Alabama
56. Arkansas
57. Florida
58. Kentucky
59. Louisiana
61. Montana
62. Arizona
63. Colorado
64. Idaho
65. Wyoming
66. Utah
67. Nevada
68. New Mexico
71. California
72. Oregon
73. Washington
81. Mississippi
82. Oklahoma
83. Tennessee
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REGION

1. Northeast
2. Middle Atlantic
3. East Central
4. West Central
5. South and Southwest
6. Rocky Mountain
7. Pacific Coast

FEMALE

0. Male
1. Female

AGE

[Coded as age in years]

CLASS

1. Wealthy
2. AV+
3. AV
4. P+
5. P
6. OAA
7. OR-WPA
8. OR-Home

OCCUPATION1

0. Professional
1. Farmer
2. Businessmen
3. Clerk (white collar)
4. Skilled labor
5. Semi-skilled labor
6. Farm labor
7. Other unskilled labor
8. Servants

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BLACK
0. White
1. Black

SIZE
1. Farm population
2. < 2500
3. 2500-10000
4. 10000-100000
5. 10000-100000
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EDUCATION.
[No data]

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2. Yes
3. NO!
4. No

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1. Roman Catholic
2. Baptist
3. Methodist
4. Jew
5. Lutherans
6. Presbyterian
7. Episcopalian
8. Congregational
9. Reformed
11. Other
12. No Church

Q18A.

[Codes missing]

Q18B.

[Codes missing]