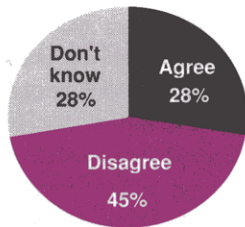


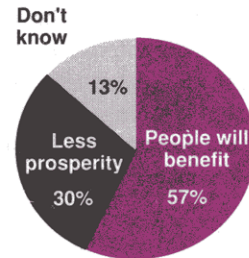
## We See Traces of Depression-Bred Resentment, as in a Majority's Saying the People Would Benefit From the Disappearance of Great Fortunes

**Question:** John D. Rockefeller, Jr., is quoted as agreeing with the statement that thirty years will see the end of great American fortunes. Do you agree with him?

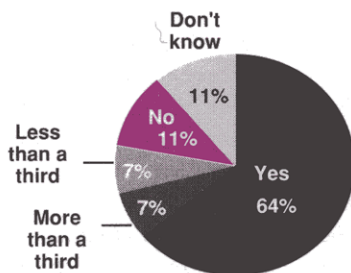


October 1936

**Question:** If the great fortunes such as Rockefeller's and Morgan's are going to disappear, will the people as a whole benefit or will it mean less prosperity for all?

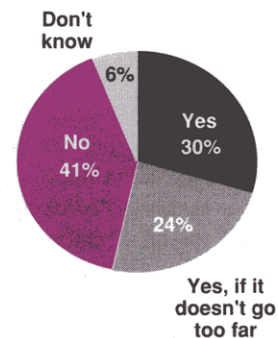


**Question:** The president often has stated that one-third of the population of the US has less than a minimum of the necessities for a decent life. Do you agree with him?



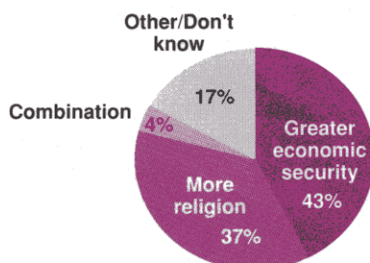
July 1937

**Question:** Do you think that the federal government should follow a policy of taking money from those who have much and giving money to those who have little?



## Even Amidst This Economic Collapse, Though, Nearly as Many Said the World's Biggest Need is for "More Religion" as Said "Greater Economic Security"

**Question:** Which do you think the world is most in need of today: greater economic security for the people of all nations, or more religion?



May 1938

	Men	Women
Greater economic security	51%	35%
More religion	29%	44%
Combination	3%	4%
Other/Don't know	17%	17%

# What's Most Remarkable Is the Weakness of Support for Economic Redistribution—Even Among Those Classified as “Poor”

**Question:** How much money do you think any one person should be allowed to inherit?

July 1935

column percentages, read down

	All Respondents	Those Prosperous	Those Upper Middle Class	Those Lower Middle Class	Those Poor	Negroes
None	1%	1%	1%	1%	1%	*
\$100,000 or less	14%	8%	13%	16%	17%	15%
\$100,000 to \$1,000,000	16%	16%	16%	16%	15%	12%
\$1,000,000 to \$10,000,000	2%	2%	3%	2%	2%	1%
Over \$10,000,000	*	1%	*	*	*	*
No limit	52%	59%	51%	51%	47%	58%
Don't know	15%	14%	17%	14%	18%	14%

**Question:** Do you think that our government should or should not redistribute wealth by heavy taxes on the rich? [Should our government] confiscate wealth over and above what people actually need to live on decently, and use it for the public good?

March 1939

column percentages, read down

	Those Prosperous	Those Upper Middle Class	Those Lower Middle Class	Those Poor	Negroes
<b>Redistribute wealth</b>					
Should	17%	28%	34%	46%	44%
Should not	76%	64%	57%	40%	37%
Don't know/Depends	7%	8%	10%	14%	20%
<b>Confiscate wealth</b>					
Should	5%	7%	14%	24%	31%
Should not	92%	87%	79%	66%	51%
Don't know/Depends	4%	6%	7%	9%	18%

**Question:** Do you think there should be a law limiting the amount of money any individual is allowed to earn in a year?

December 1939

column percentages, read down

	All Respondents	Those Prosperous	Those Upper Middle Class	Those Lower Middle Class	Those Poor	Negroes
Yes	24%	10%	18%	24%	32%	32%
No	70%	89%	79%	72%	59%	51%
Don't know	6%	1%	3%	5%	9%	17%

## The Sense of "Opportunity to Rise" Flagged at the Height of the Depression, but in General, Backing Remained Strong for Historic US Economic Ideals

**Question:** Do you think that today any young man with thrift, ability, and ambition has the opportunity to rise in the world, own his own home, and earn \$5,000 or more a year?

**October 1936**

*column percentages, read down*

	All Respondents	Those Prosperous	Those Upper Middle Class	Those Lower Middle Class	Those Poor	Negroes
Yes	40%	53%	45%	38%	31%	33%
Yes, if he's lucky	18%	14%	18%	20%	18%	16%
No	35%	29%	31%	35%	41%	35%
Don't know	8%	4%	6%	6%	11%	16%

### Views of High School Students

**Question:** Do you think the country would be better off or worse off if we had no rich people?

**published November 1942**

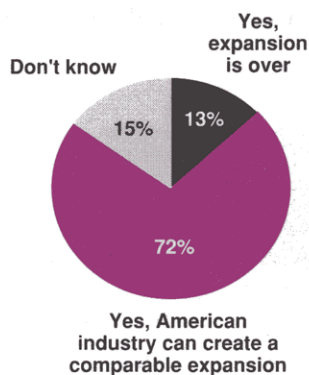
*column percentages, read down*

	All Respondents	Those Prosperous and Upper Middle Class	Those Poor	Negroes
Better off	21%	15%	27%	13%
Worse off	67%	75%	56%	70%
Don't know	12%	10%	17%	17%

**Note:** Based on a special survey of US high school students, conducted in mid-1942.

**Question:** Do you believe—that the great age of economic opportunity and expansion in the US is over or that American industry can create a comparable expansion and opportunity in the future?

**September 1939**



### Farmers Inclined to Leave Business Alone

**Question:** After the war is over, would you like to see the government own and operate the following kinds of business, only regulate them, or leave them alone?

**published April 1943**

*Row percentages, read across*

	Leave Alone	Regulate	Own and Operate	Don't Know
Electric-light companies	35%	26%	22%	17%
Automobile manufacturers	57%	18%	9%	17%
Meat-packing companies	46%	30%	9%	16%

**Note:** *Fortune* described the sample this way: "Primary attention is given to male farmers with responsibility for the land they cultivate—owners, tenants and sharecroppers. Smaller samples of opinion were taken among farm wives and hired hands, but the samples were large enough to reveal a remarkable cohesion among all the people who inhabit farms."

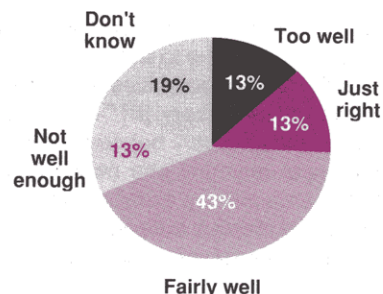
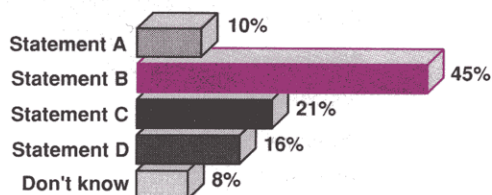
# The Public's Support for the New Deal Was Strong Throughout the Latter Half of the Thirties—But It Reflected Surprisingly Conservative Impulses

**Question:** Which of the following statements most nearly represents your idea of the New Deal? [A] The New Deal has been the kind of government best suited to our times, and it should be continued without modification (whether under Mr. Roosevelt or someone else); [B] Although the New Deal has not worked perfectly in many ways, it has done a lot of good and should be continued with some modifications and improvements; [C] The New Deal may have done some good, but it has done so many bad things that now we need a different administration; [D] The New Deal had a bad influence upon the nation, and it will take years of good government by others to clean up the mistakes.

**Question:** Do you believe the unemployed in this locality are provided for...

July 1936

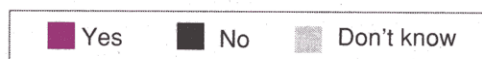
September 1939



**Question:** All over the country there have been strikes of WPA workers against being discharged. Which is your attitude? [A] no sympathy with WPA strikers; [B] feel that although it is hard on WPA workers, the number of jobs and the expense of maintaining them must be cut down at all costs; [C] think that they are right in demanding to be kept in decent jobs.

**Question:** Do you think it is important that Congress do the following things...?

January 1938



July 1937

	All Respondents	Those Prosperous	Those Poor	Those Unemployed
No sympathy	48%	59%	41%	43%
Must cut costs	20%	23%	13%	9%
Strikers are right	21%	9%	34%	36%
Indifferent	3%	3%	3%	3%
Don't know	8%	6%	9%	8%

