



Archibald Crossley, George Gallup, Sr.,
Elmo Roper; 1957

Elmo Roper was born in 1900 in Hebron, Nebraska. A retailer and salesman, he turned to market research and, founding his own firm in New York in 1934, pioneered modern public opinion polling techniques. In 1935, Henry Luce engaged Roper's firm to conduct the first series of public opinion polls, which became a regular feature in *Fortune* magazine until 1950. Roper was among the first to apply modern sampling techniques to national pre-election polling, correctly anticipating the election of Franklin D. Roosevelt in 1936 within one percentage point of the vote. Later in the 1940s he broadcasted the first live analysis of election returns on CBS radio. During World War II, Roper served as deputy director of the Office of Strategic Services. Roper's academic interests led him to found the Roper Research Center, now named The Roper Center for Public Opinion Research, which was initially at Williams College and later moved to the University of Connecticut.

The Roper Papers cover the period 1937 through 1972 and include correspondence, speech files, subject files, articles and personal papers.

James McDonald Vicary was born in Detroit, Michigan in 1915. He received his A.B. degree from the University of Michigan in 1940. While at the University, Vicary ran the Bureau of Student Opinion. He carried out survey work with the J.L. Hudson Company (Detroit), Benson and Benson (Princeton, NJ), Crowell-Collier Publications Company (NY) and Benton and Bowles, Inc. (NY). He was a member of the American Association for Public Opinion Research, American Psychological Association, American Sociological Society, American Statistical Association,

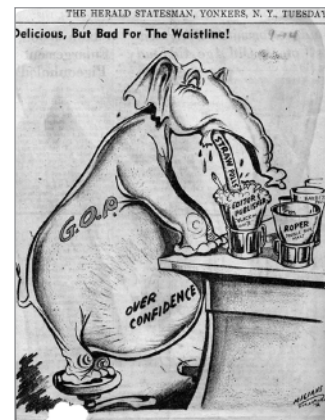
Society for Applied Anthropology and the American Marketing Association. Mr. Vicary is the author of articles on research in such journals as the *Public Opinion Quarterly*, *Harvard Business Review*, and *Printer's Ink*. Mr. Vicary is best known for his work with subliminal messages in advertising.

The collection contains correspondence, publications, surveys and related materials pertaining to Mr. Vicary's survey research and polling activities. The majority of the materials date from 1948-1959.

Daniel Yankelovich, noted social researcher and public opinion analyst, was born in 1924 in Boston, Massachusetts. He received both his bachelor's degree (1946) and his master's degree (1950) from Harvard University. In 1958, Mr. Yankelovich founded the marketing and research firm Daniel Yankelovich, Inc., which was renamed Yankelovich, Skelly, & White, Inc. in 1974. He was chairman of the company from 1958 to 1986.

In 1976, along with former U.S. Secretary of State Cyrus Vance, he founded the Public Agenda Foundation, a nonprofit organization intended "to find and test new ways to present complex public issues." Also in the mid-1970's, Mr. Yankelovich founded the New York Times/Yankelovich Poll, which later became the New York Times/CBS Poll.

Yankelovich has authored nine books as well as hundreds of speeches and articles. The Yankelovich Papers document his career as a researcher and public opinion analyst from 1955 to 1994. The collection consists of research and draft material for three books, *Coming to Public*



Judgment: Making Democracy Work in a Complex World (1991), *Starting with the People* (1988), *New Rules: Searching for Self-fulfillment in a World Turned Upside Down* (1981) and numerous survey projects, such as "The Public, the Soviets, and Nuclear Arms."

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Cover Photo:
Walter Cronkite and Elmo Roper during what is believed to be the Democratic National Convention in 1956. From the Elmo Roper Papers.

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Pioneers in Survey Research

C O L L E C T I O N



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ARCHIVES & SPECIAL COLLECTIONS

Archives & Special Collections at the Thomas J. Dodd Research Center, an area of the University of Connecticut Libraries, supports the University of Connecticut's mission of teaching, research and service by:

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- Maintaining archival records of the University;
- Promoting wider knowledge, appreciation, and use of the collections by students and scholars through outreach activities;
- Developing and promoting public programs, exhibitions, conferences and similar events.

Archives & Special Collections preserves and makes accessible records of enduring value that require special handling, including manuscripts, organizational records, early printed books, broadsides, pamphlets, photographs, prints and audio visual materials.

Materials in Archives & Special Collections are used in the John P. McDonald Reading Room. Access to collections is provided through a combination of sources including finding aids available in the reference room and online; HOMER, the Library's online public catalog; and the Dodd Research Center's web site.

Curators are available for individual consultation, class instruction and presentations.



The Pioneers in Survey Research Collection is a collaborative project of two University of Connecticut research organizations, the Roper Center for Public Opinion Research and the Thomas J. Dodd Research Center. The goal of the project is to assemble, preserve and provide access to the professional and personal papers of the founders of the modern public opinion survey profession.

The papers housed in the Dodd Research Center, and the related polling data housed in the Roper Center, represents an extraordinary opportunity to bring together on one campus the unique data and survey collections with the personal papers of the pioneers of the public polling community. The combined resources of the Roper Center and the Dodd Research Center offer unparalleled scope for the advancement of study not only in the history of survey research, but in related areas of politics, history, business and sociology.

The Roper Center for Public Opinion Research

The Roper Center houses the world's most complete collection of public opinion information. Founded in 1947 by Elmo Roper, the Center's early development was guided and supported by Roper, George Gallup, Archibald Crossley, Sam Stouffer and other pioneers in the field. The Roper and Gallup organizations continue to contribute their polls to the Center's collection, as do scores of other survey organizations in the United States and from many other countries. The roster of organizations now contributing data is a virtual "who's who" of contemporary opinion research.



The collections of the Roper Center include polls taken as recently as last week back to the beginning of modern survey research in the 1930s. Access to information in the surveys is provided through iPOLL, an online retrieval system that permits rapid searching of an immense body of survey questions and answers, and RoperExpress, a service that provides on-demand access to individual dataset files for detailed secondary analysis.

The Collections

Archibald M. Crossley, a pioneer in the field of public opinion research, was born in 1896 in Fieldsboro, New Jersey. He joined J.H. Cross Advertising Agency in Philadelphia in 1917 and developed new methodologies for opinion sampling. He soon joined the Literary Digest where his surveys gained national attention. In 1926, he formed his own company, Crossley Inc., focusing on corporate and public polling. He devised the first radio audience measurement system during the 1930s.

Crossley conducted presidential polls from 1936 through 1952 and erred, along with Elmo Roper and George Gallup, in predicting the defeat of Harry S. Truman in 1948. Crossley's techniques were used widely within the public polling field and his leadership was recognized by his election as founder and president of the Market Research Council and president of the American Association for Public Opinion Research.

Crossley's papers include data reports, readership, radio and consumer surveys and studies as well as correspondence, professional writings and articles.

Everett Ladd was born in Saco, Maine in 1937. He earned a Ph.D. in political science from Cornell University in 1964 and joined the faculty at the University of Connecticut the following year. He established the Institute for Social Inquiry in 1968 and became director of the Roper Center for Public Opinion Research when it moved to the University of Connecticut in 1977, a post he held until his death in 1999.

Under Ladd's leadership, the Institute carried out in-state polling, while the Roper Center responded to the proliferation of polls by gathering, preserving and making accessible thousands of public opinion surveys from a wide variety of sources. In addition to his leadership, Ladd was an active scholar and published more than twenty books on politics, voting and public opinion based on his research and his use of polling data.

Ladd's papers include his correspondence, teaching and research materials covering the period 1960-2000.

Selection of campaign buttons from the personal collection of Thomas Wilsted.



Samuel Lubell was born in 1911 in Poland. He graduated from the School of Journalism at Columbia University in 1933. After graduation, Lubell worked at newspapers in New York, Washington and Virginia. During World War II, Lubell worked at the Office of War Information as an aide to Bernard M. Baruch, and was himself the general secretary of the Rubber Survey Committee. He was also an assistant in October of 1942 to James F. Byrnes, then director of the Office of Economic Stabilization.

After the war he worked for a time as a foreign correspondent but a major turning point in his life came in 1948 when the *Saturday Evening Post* asked him to analyze Truman's surprising election victory of that year. The techniques that Lubell developed led to his famous 1952 book, *The Future of American Politics*, and its 1956 sequel, *The Revolt of the Moderates*. On election night in 1952, Lubell looked at returns from three Richmond, Virginia precincts and was able to predict a landslide victory for Dwight Eisenhower. The approaches that he developed are still used by major news networks as the basis for election night projections. He died of a stroke in 1987.

The bulk of his collection consists of data files organized by state, along with interview reports, voting district maps and Lubell's analysis of election data, both at the presidential and congressional level. Lubell's correspondence and the manuscripts of his major books and articles are also included, as well as lecture notes from university seminars. It also contains several boxes of material relating to Lubell's work with the government Office of War Information and the Office of Economic Stabilization.