

Labor Mobilization
and Utilization

4-6 Gen

"WOMANPOWER"

WOMAN POWER

**is a headache
because
it involves a
complete dis-
location of**

NORMAL ROUTINE

CONSEQUENTLY

**MOST women
neither under-
stand it nor
like it...**

**MEN
even less.**

THEREFORE,

it is essential to establish the fact that not only is it *necessary* for women to work, but it is an *entirely normal* procedure under a wartime economy, and to convince *men* as well as women that...

**THE
MORE WOMEN
AT WORK
THE SOONER
WE'LL WIN**

WOMEN'S OPINIONS ON WOMANPOWER

Source: December poll of
American Institute of Public Opinion

A poll from the above source analyzed women's opinions
on taking jobs "in a war plant" as follows:

40% were willing

40% were unwilling

17% said "yes, if--"

3% had no opinion

The Institute of Public Opinion polls made no differentiation between childless women and women with children. OWI Intelligence polls indicate a marked difference in the willingness of the two groups to take war jobs.

Age group 20 to 34 years:

42% of the childless women were willing;

Only 16% of the mothers were willing.

Age group 35 to 54 years:

33% of the childless women are willing;

19% of the mothers are willing.

HUSBANDS' OPINIONS ON WOMANPOWER

Source: December poll of
American Institute of Public Opinion

Question: Would you be willing to have your wife take
a full-time job running a machine in a war
plant?

<u>Answers:</u>	Yes	30%
	* Yes, if--	11%
	No	54%
	Don't know	5%

* "Yes, if---" include such replies as "yes, if the children could get proper care," "yes, if my wife could stand it physically," etc.

The higher the economic status, the greater the unwillingness to have the wife enter a war plant. Of the men in low income groups, 35% were willing to have their wives take war plant jobs, as against 25% of those better situated.

S U M M A R Y
OF OPINION STUDY

THE INFORMATION CAMPAIGNS MUST CONVINCe 20% OF
THE MEN THAT WOMEN ARE NEEDED IN WAR JOBS.

IT MUST CONVINCe 54% OF THE HUSBANDS THAT THEIR
WIVES (IF THEY HAVE NO YOUNG CHILDREN) SHOULD
TAKE WAR JOBS.

IT MUST CONVINCe 40% OF THE YOUNGER WOMEN, AND
64% OF THE OLDER WOMEN, THAT IT IS THEIR DUTY
TO TAKE A WAR JOB.