GEORGE GALLUP

- Legend says that in 1925 Gallup conducted his first survey: students from the campus were to name the prettiest girl. Ophelia Miller won this unusual beauty competition and Gallup married her on Christmas 1925.

- Gallup in 1932, conducted a poll among Iowa voters and predicted the victory of his mother-in-law who became the first woman elected Iowa Secretary of State.

- George Gallup felt strongly that election campaigns should last no more than two or three months.

- When Gallup was quite young he edited a student newspaper in Jefferson, Iowa and he said: “Be radical!” He certainly was!