

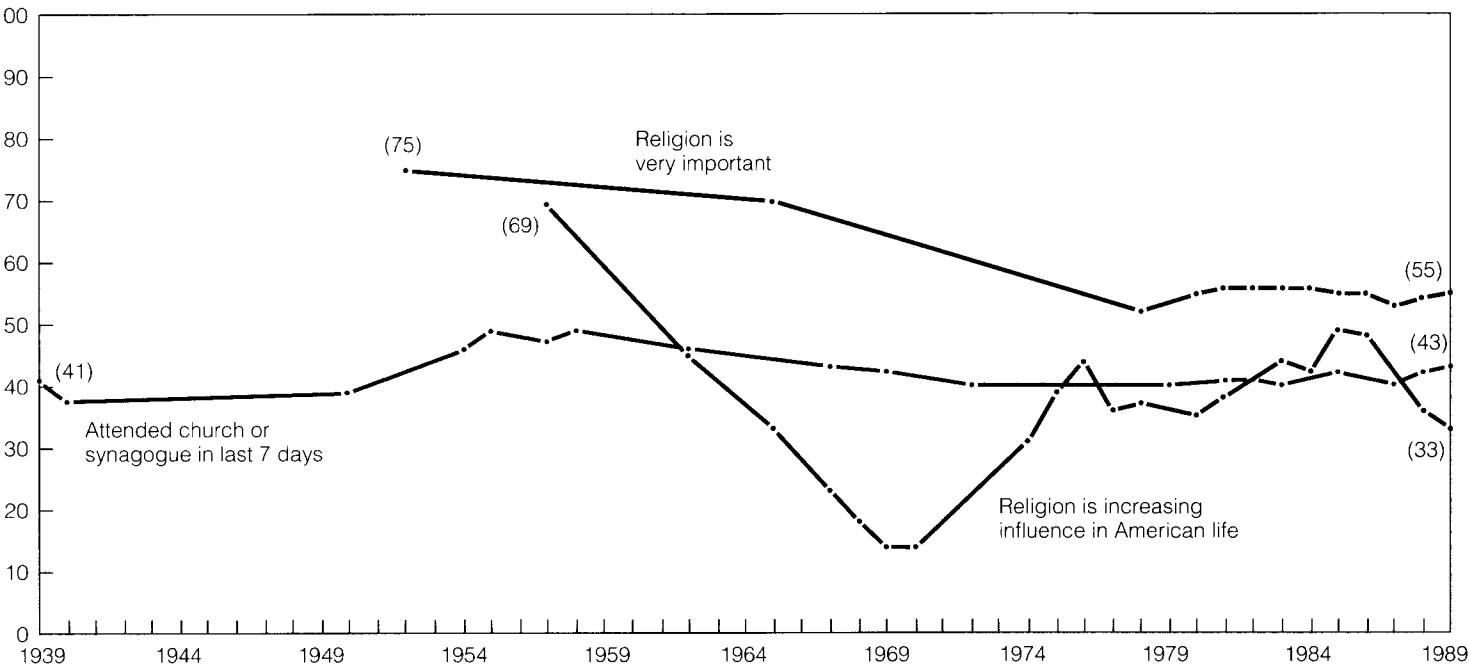
VALUES: STABILITY AND CHANGE

Question: Did you, yourself, happen to attend church or synagogue in the last seven days?

Question: How important would you say religion is in your life?

Question: At the present time, do you think religion as a whole is increasing its influence on American life or losing its influence?

Percent

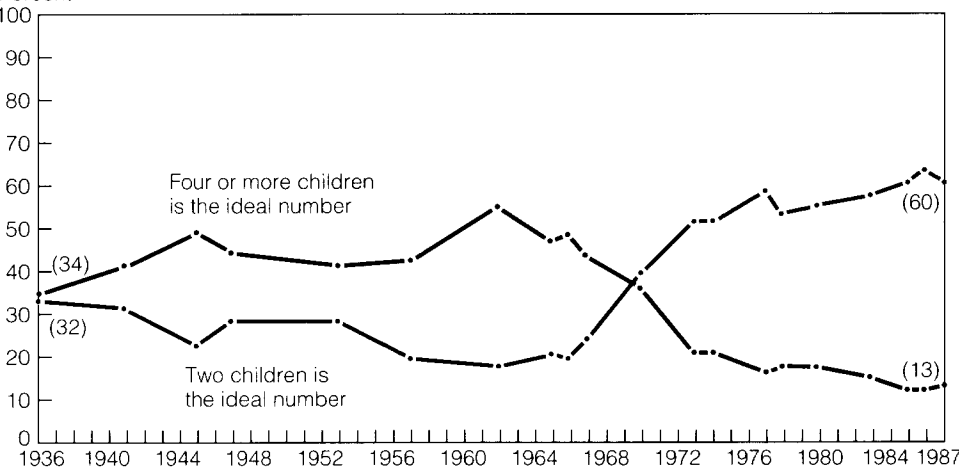


Note: The figures from 1955 through 1989 for the first and second questions are based on an average of several surveys each year; prior to 1955 they are based on a single survey.

Source: Surveys by the Gallup Organization, latest that of April 10-16, 1989.

Question: What do you think is the ideal number of children for a family to have?

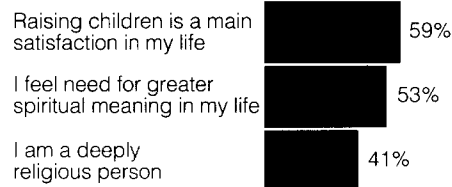
Percent



Source: Surveys by the Gallup Organization, latest that of March 14-18, 1987.

Question: Here are some statements about what some people are like. Please tell me whether they describe or do not describe you.

Statements describe self:

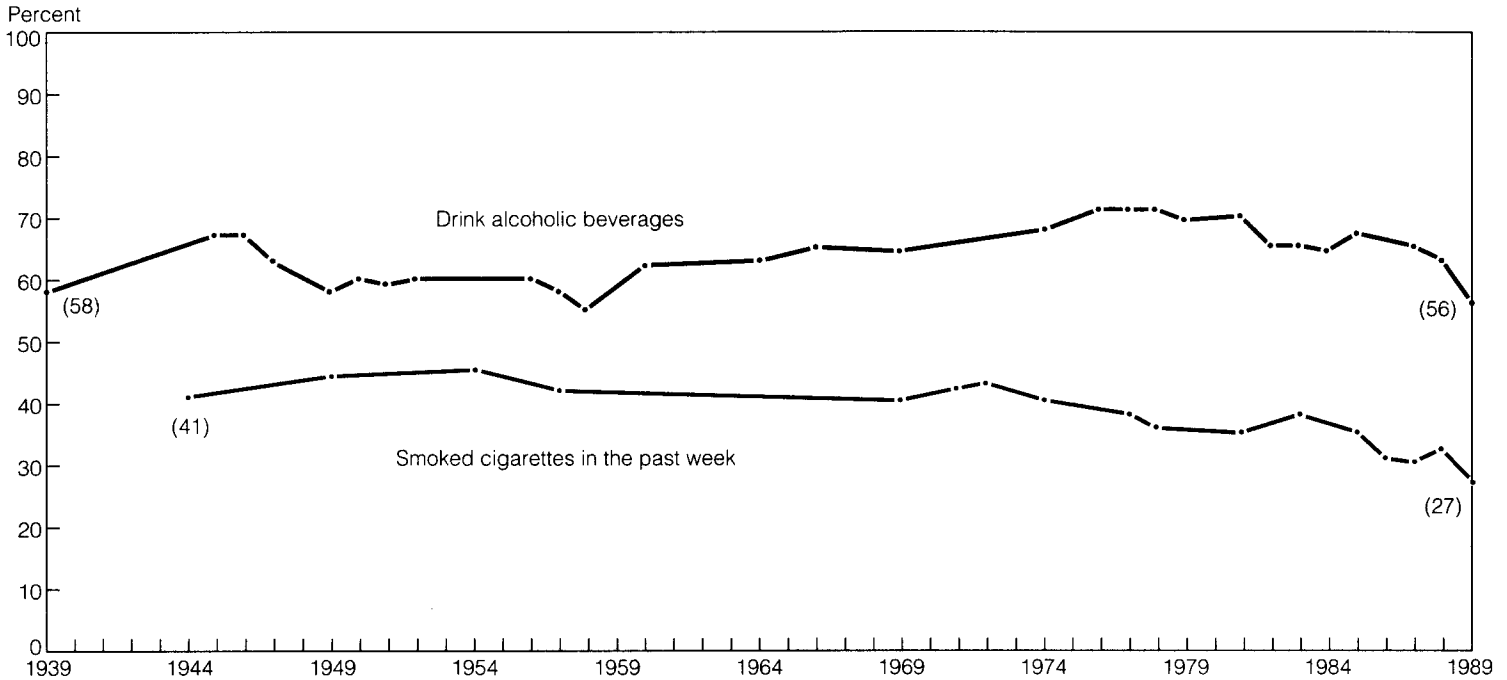


Source: Survey by Time/Yankelovich Clancy Shulman, April 15-17, 1986.

Religion remains very important to Americans. Despite speculation to the contrary, religion's status in our lives has changed little in recent decades. Though commitment to family remains strong, the public's sense of the ideal family size has shifted dramatically.

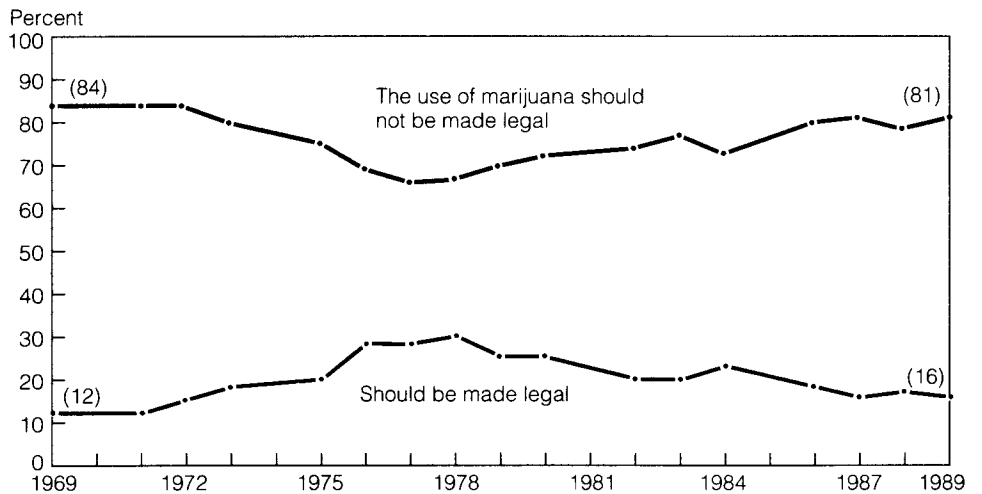
Question: Do you have occasion to use alcoholic beverages such as liquor, wine, or beer or are you a total abstainer?

Question: Have you, yourself, smoked any cigarettes in the past week?



Source: Surveys by the Gallup Organization, latest that of September 12-15, 1989.

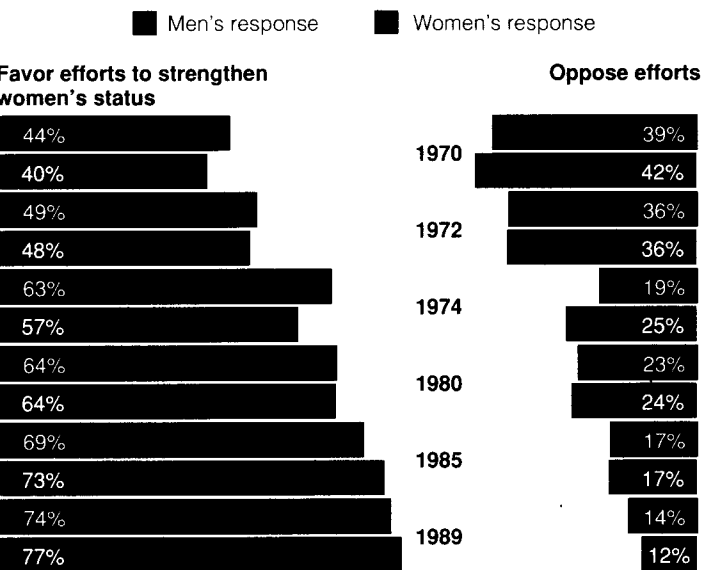
Question: Do you think the use of marijuana should be made legal or not?



Source: Surveys by the Gallup Organization, 1969; Opinion Research Corporation, 1971; the National Opinion Research Center, General Social Surveys, 1972-1989.

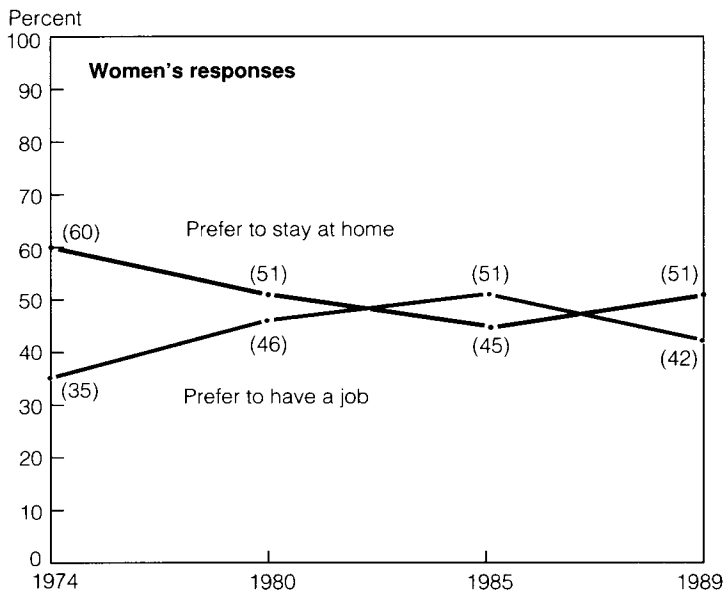
Americans are drinking and smoking less than they were 20 years ago, and they are strongly opposed to drug use. Still, over half the adult population use alcoholic beverages—about the same proportion as in 1939.

Question: Do you favor or oppose most of the efforts to strengthen and change women's status in society today?

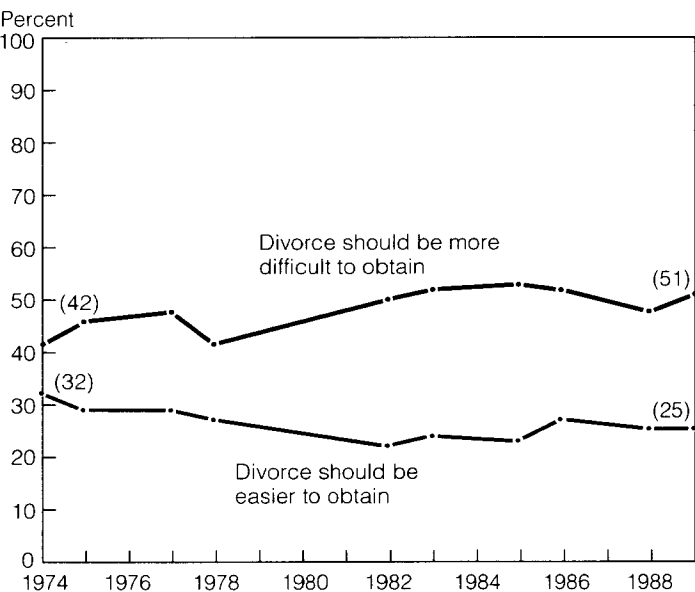


Source: Survey by the Roper Organization for Virginia Slims, latest that of July 22–August 12, 1989.

Question: Now, if you were free to do either, would you prefer to have a job outside the home, or would you prefer to stay home and take care of a house and family?

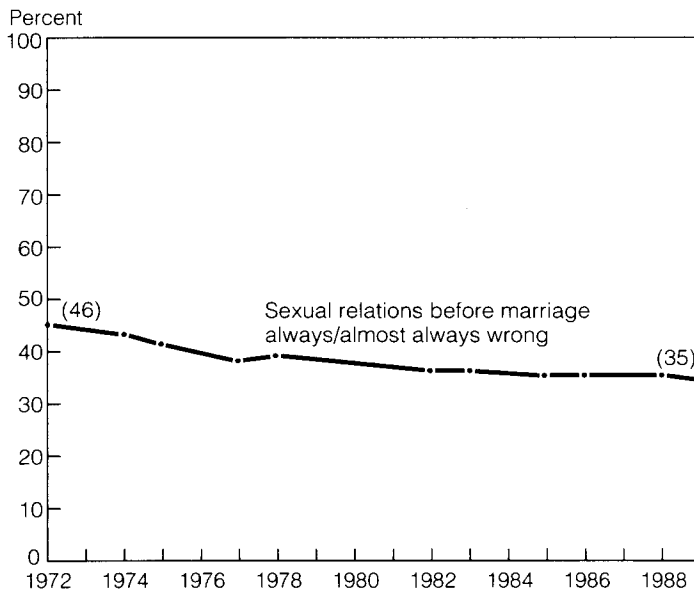


Question: Should divorce in this country be easier or more difficult to obtain than it is now?



Source: Surveys by the National Opinion Research Center, General Social Surveys, latest that of February–April, 1989.

Question: If a man and woman have sex relations before marriage, do you think it is always wrong, almost always wrong, wrong only sometimes, or not wrong at all?

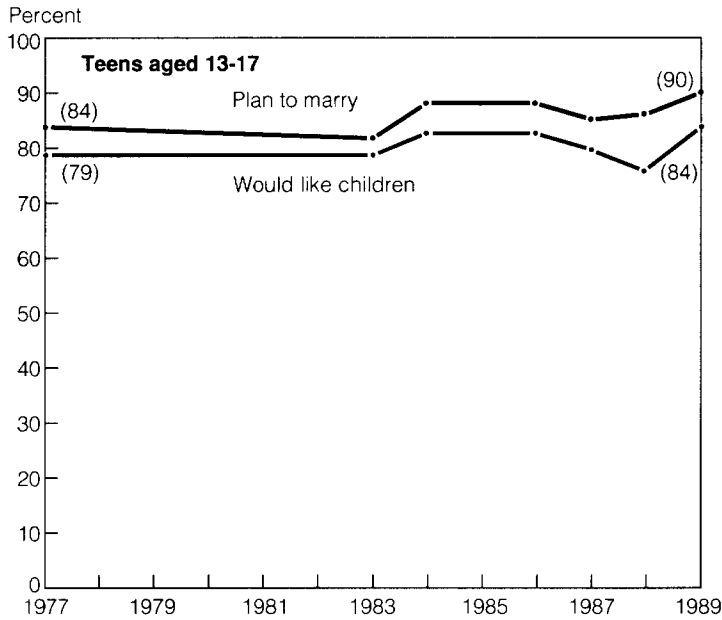


Neither men nor women want to turn back the clock in terms of women's status. Many remain highly ambivalent, though, about aspects of that status. Norms for sexual relations have been gradually "liberalized"; those involving the status of the family have become more conservative.

TEEN ATTITUDES

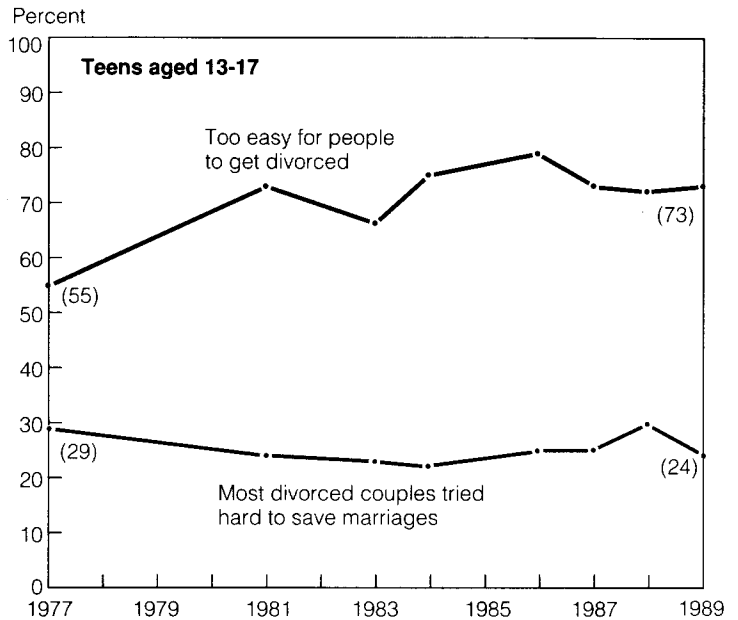
Question: Do you think you will get married some day or do you think you will remain single?

Question: When you do get married would you like to have children or not?



Question: Generally speaking, do you think it is too easy or not easy enough for people in this country to get divorced?

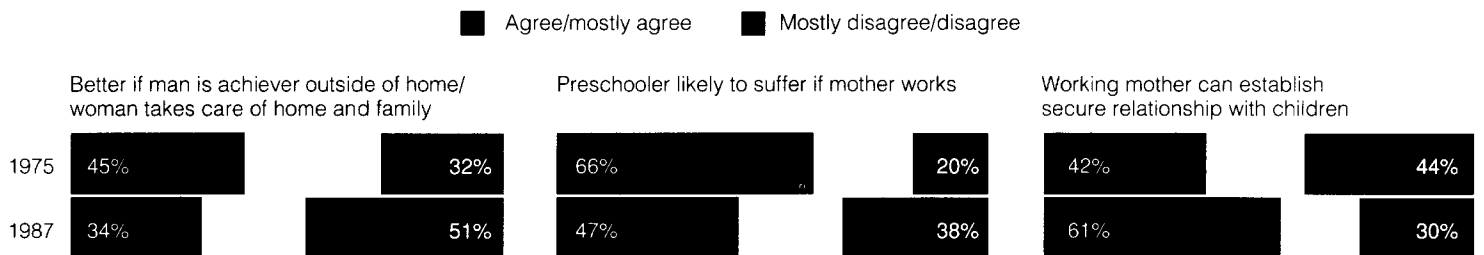
Question: Generally speaking, do you think that most people who get divorced have tried hard enough to save their marriages, or not?



Source: Gallup Youth Surveys, latest that of June 21-July 9, 1989.

Question: It is usually better for everyone involved if the man is the achiever outside the home and the woman takes care of the home and family; a preschool child is likely to suffer if the mother works; a working mother can establish just as warm and secure a relationship with her children as a mother who does not work.

Graduating high school seniors



Source: *Monitoring the Future*, Survey Research Center, University of Michigan, latest that of 1987.

Young people's attitudes often tell us where we're headed. They have become even more committed to family values, but a mother's working does not interfere with those values.

TEEN TRENDS

Question: Do you believe in God or a universal spirit?

Question: Do you believe that this God or universal spirit observes your actions and rewards or punishes you for them?

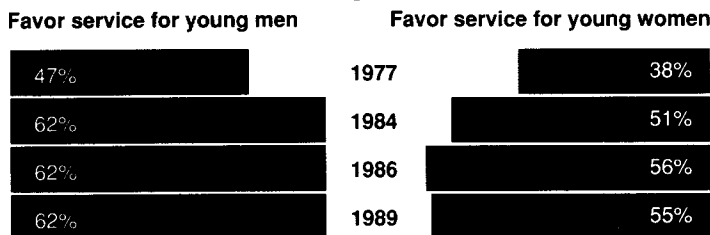
Teens aged 13-17



Question: Would you favor or oppose requiring all young men to give one year of service to the nation; either in the military services or in non-military work here or abroad, such as work in hospitals or with elderly people?

Question: Would you favor or oppose requiring all young women to give one year of service to the nation under such a program?

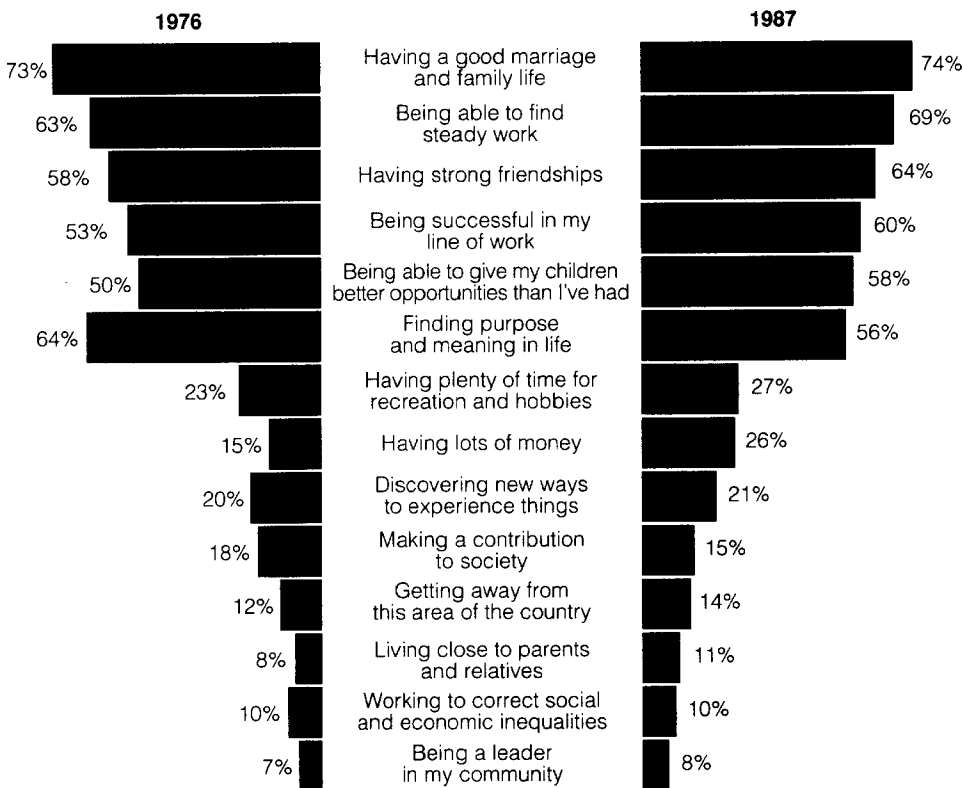
Teens aged 13-17



Source: Gallup Youth Surveys, latest that of March 1-15, 1989.

Question: How important is each of the following to you in your life?

Extremely important to graduating high school seniors



Source: *Monitoring the Future*, Survey Research Center, University of Michigan, latest that of 1987.

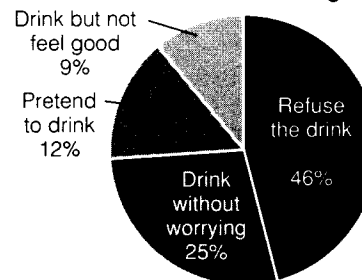
Question: You have had a steady relationship for a long time and you feel very much in love. At this point your girlfriend or boyfriend tells you they want to have sex with you. In this situation, you would probably ...

Students in grades 7-12 Girlfriend/boyfriend wants to have sex



Question: You go to a party where some of your friends are drinking alcohol. Someone hands you a drink. In this situation, you would probably ...

Students in grades 7-12 Friends are drinking



Source: Survey by Louis Harris and Associates for the Girl Scouts of the United States, September 14-October 30, 1989.

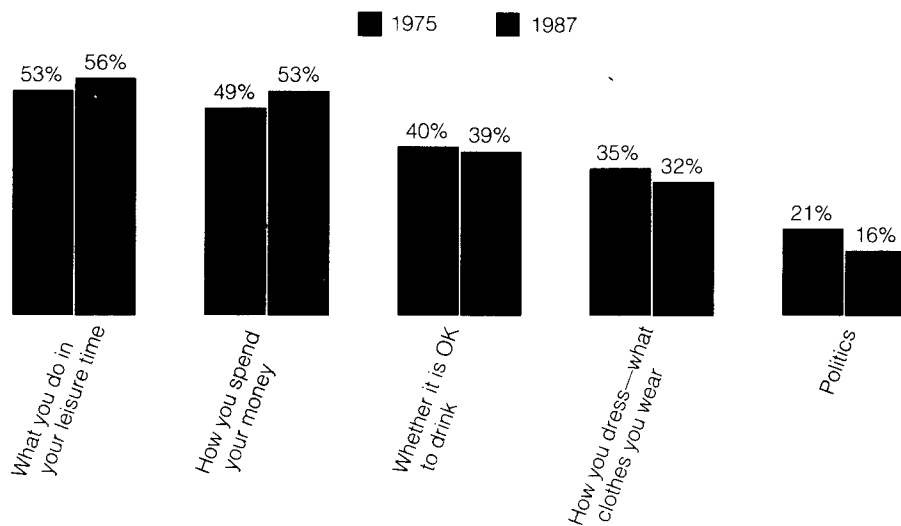
For all the periodic talk about a "new morality," young Americans' attitudes on the basics still look pretty conventional.

PARENTS: A HIGHER AUTHORITY?

Question: How closely do your ideas agree with your parents' ideas about ...?

Graduating high school seniors

Views different from parents



Note: Selected subjects shown.
Source: *Monitoring the Future*, Survey Research Center, University of Michigan, latest that of 1987.

Question: When you are old enough to vote, do you think you will be more likely to vote for candidates of the Republican Party or candidates of the Democratic Party?

Teens aged 13-17

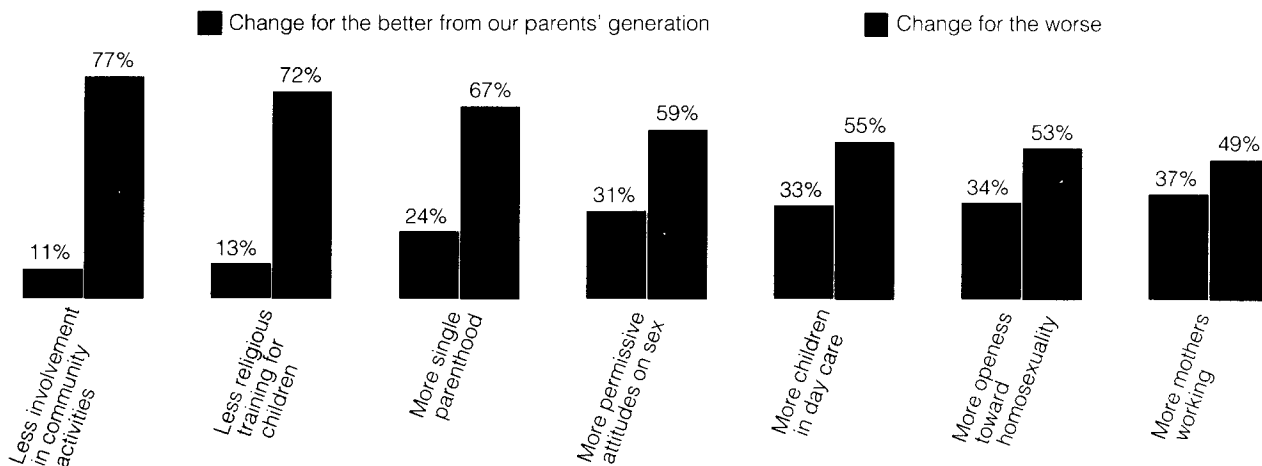
Consider self:



Note: Combined results of two 1989 surveys.
Source: Gallup Youth Surveys, 1989.

Question: Following is a list of changes some people say have occurred that are different from the practices of their parents' generation. Do you think each has been a change for the better or a change for the worse?

18-44 year olds



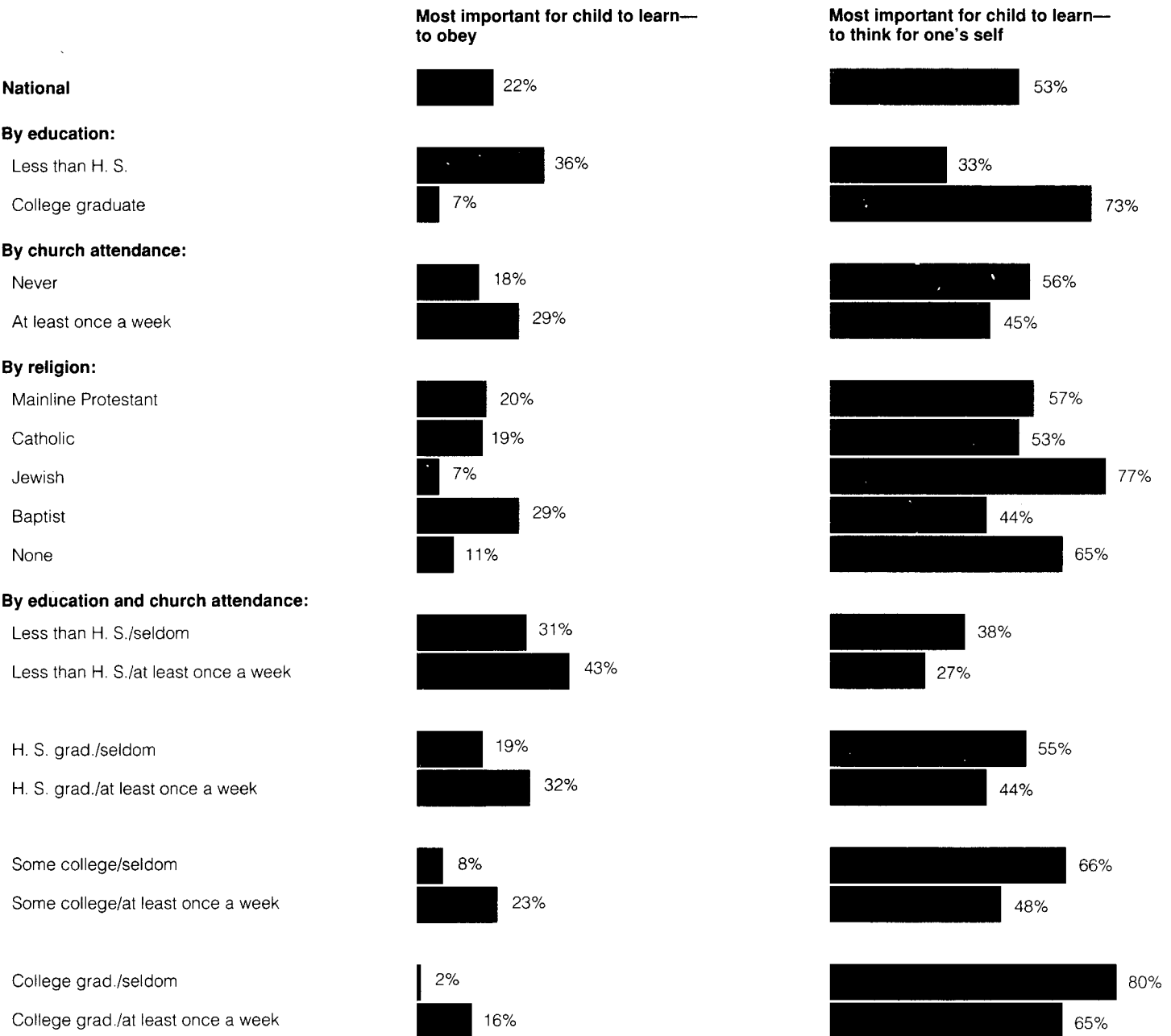
Note: Three things were seen as changes for the better: more openness (83-11%); more willingness to use psychiatry (63-24%); less important to keep a bad marriage together for the kids (52-37%).
Source: Survey by Peter D. Hart Research Associates for *Rolling Stone*, September 11-20, 1987.

Perhaps as always, high schoolers differ from their parents much more on immediate matters such as leisure time use than on global questions such as politics. But the young are more Republican than their elders.

HOW EDUCATION AND RELIGIOUS COMMIT

Question: If you had to choose, which thing on this list would you pick as the most important for a child to learn to prepare him or her for life ... to obey.

Question: If you had to choose, which thing on this list would you pick as the most important for a child to learn to prepare him or her for life ... to think for one's self?



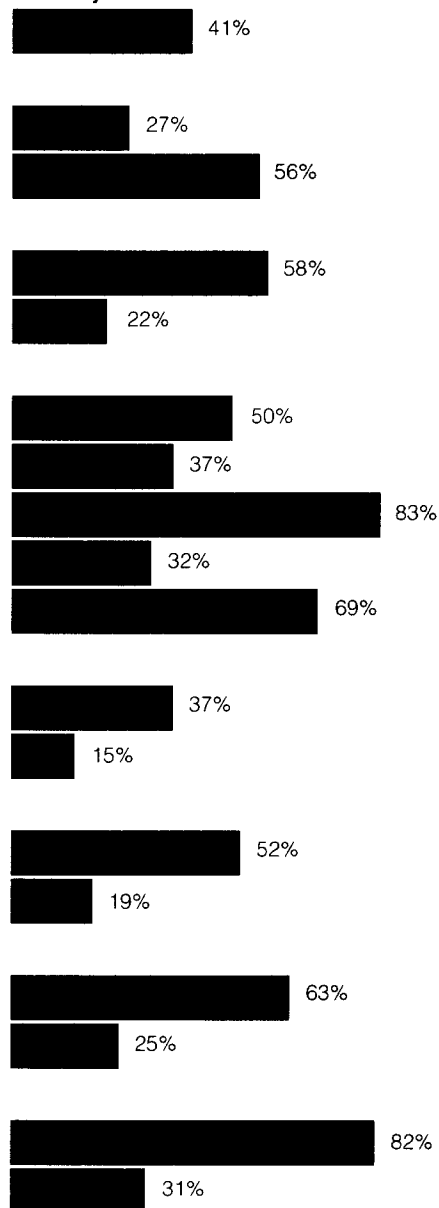
Source: Surveys by the National Opinion Research Center, General Social Surveys, latest that of 1986-1989 combined.

The clash of values among Americans is defined largely by two broad sets of factors: educational experience, and the nature and extent of religious commitments.

MENT AFFECT OUR VALUES

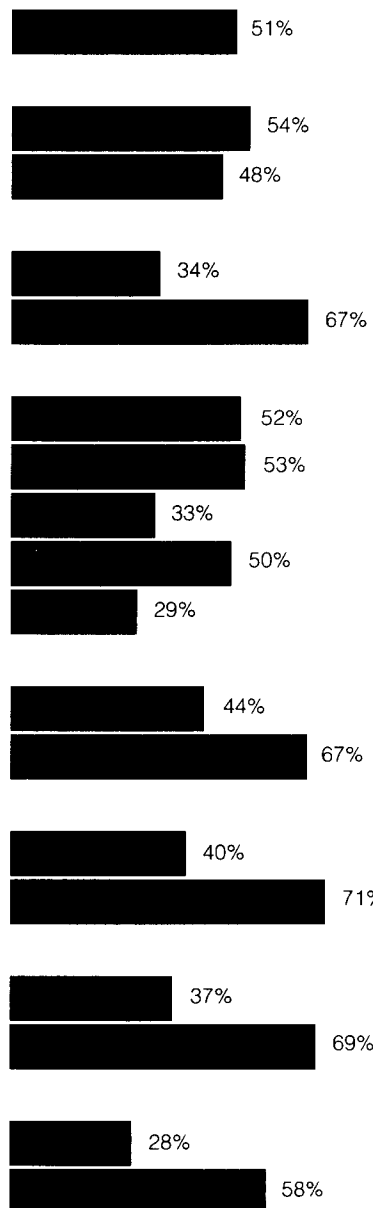
Question: Please tell me whether you think it should be possible for a pregnant woman to obtain a legal abortion if she is married and does not want any more children?

Should be possible for woman to obtain a legal abortion if she is married and does not want any more children



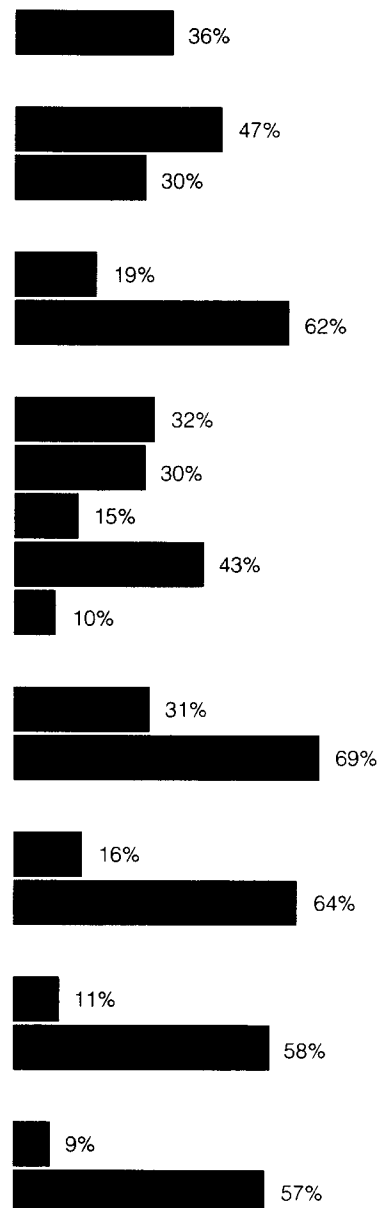
Question: Should divorce in this country be easier or more difficult to obtain than it is now?

Divorce should be more difficult to obtain



Question: If a man and woman have sex relations before marriage, do you think it is always wrong, almost always wrong, wrong only sometimes, or not wrong at all?

Sexual relations before marriage always/almost always wrong

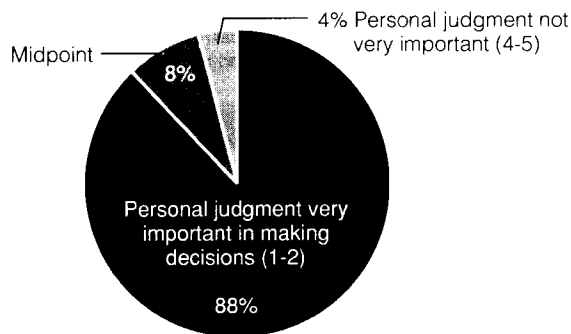


Source: Surveys by the National Opinion Research Center, General Social Surveys, latest that of 1988-1989 combined.

On issues such as abortion, divorce, and sexual norms, groups at opposite ends of the continuum defined by education and religiosity differ enormously. Secular college grads are vastly more liberal than those with high school training or less who attend church regularly.

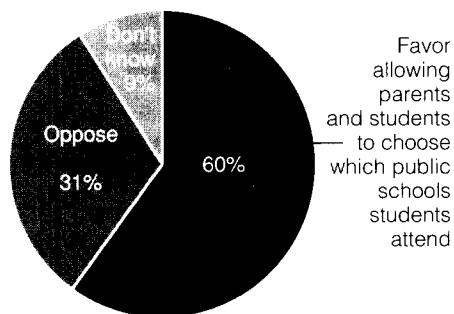
INDIVIDUALISM V. COMMUNITY

Question: Can you tell me how important is each of the following in helping you to make decisions about your life ... Your own personal judgment. (1=Very important, 2, 3, 4, 5=Not very important)



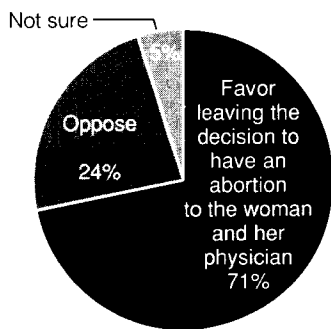
Source: Survey by the National Opinion Research Center, February-April, 1988.

Question: Do you favor or oppose allowing students and their parents to choose which public schools in this community the students attend, regardless of where they live?



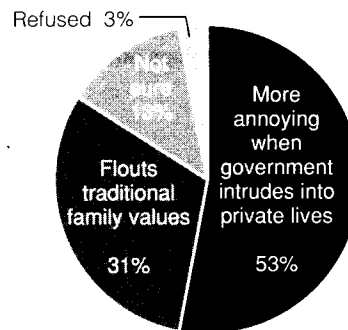
Source: Survey by the Gallup Organization for Phi Delta Kappan, May 5-June 11, 1989.

Question: Do you favor or oppose leaving the decision to have an abortion to the woman and her physician?



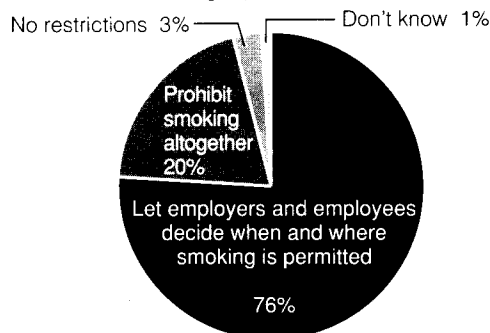
Source: Survey by Yankelovich Clancy Shulman for *Time* and Cable News Network, April 9-10, 1990.

Question: Which annoys you more about the government today: when it intrudes into the private lives of citizens or when it protects activities that flout traditional family values?



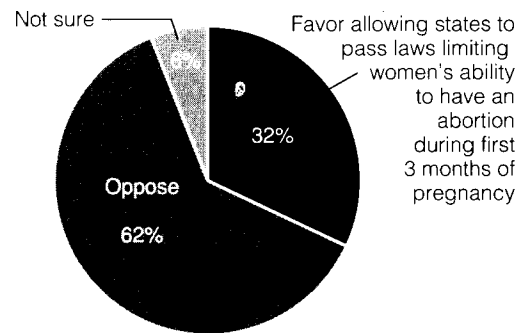
Source: Survey by the *Los Angeles Times*, July 9-14, 1986.

Question: Currently, in most workplaces, employers and employees decide when and where smoking is permitted. Do you think there should be no restrictions on smoking in the workplace, that smoking should be banned altogether, or should employers and employees continue to decide when and where smoking is permitted?



Source: Survey by Hamilton, Frederick and Schneiders for the Tobacco Institute, November 23-December 6, 1988.

Question: Do you favor or oppose allowing states to pass laws limiting women's ability to have an abortion during the first three months of pregnancy?



Source: Survey by Yankelovich Clancy Shulman for *Time* and Cable News Network, April 4-5, 1989.

Individualism remains enormously strong in the United States, but how are the interests of the individual best served? We're torn. On the one hand, we find it hard to say no to "let the individual decide."

Question: Now I would like to read you twelve statements. Would you tell me after each whether you strongly agree, moderately agree, are uncertain, moderately disagree, or strongly disagree? ... Duty comes before pleasure.

Duty comes before pleasure



Source: Survey by the Gallup Organization for the Princeton Religion Research Center, March 11-20, 1988.

Question: Here are some statements on a variety of topics. Please tell me how much you agree or disagree with each of these statements.

There are clear guidelines about what's good or evil that apply to everyone regardless of their situation



Source: Survey by the Gallup Organization for the Times Mirror Company, May 13-22, 1988.

Question: Now I would like to read you twelve statements. Would you tell me after each whether you strongly agree, moderately agree, are uncertain, moderately disagree, or strongly disagree? ... The rules about morality preached by the churches and synagogues today are too restrictive.

Rules about morality preached by churches and synagogues today too restrictive



Source: Survey by the Gallup Organization for the Princeton Religion Research Center, March 11-20, 1988.

Question: Now I am going to read you a series of statements that will help us understand how you feel about a number of things. For each statement please tell me whether you completely agree with it, mostly agree with it, mostly disagree with it, or completely disagree with it ... I feel it's my duty as a citizen to always vote.

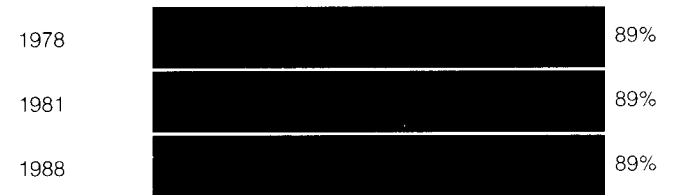
It's my duty as a citizen to always vote



Source: Survey by the Gallup Organization for the Times Mirror Company, January 27-February 5, 1989.

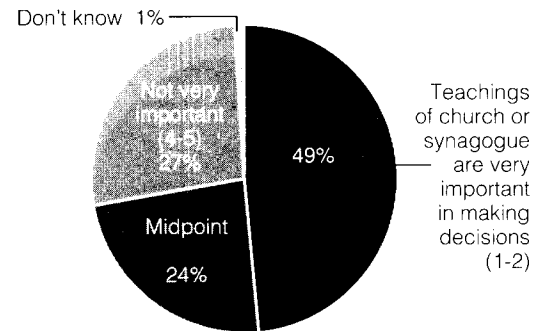
Question: Here are some social changes which might occur in coming years. Would you welcome these or not welcome them?

Would welcome more respect for authority



Source: Surveys by the Gallup Organization for the Religious Coalition to Study Backgrounds, Values and Interests of Unchurched Americans, 1978; Gallup 1981; Princeton Religion Research Center, March 11-20, 1988.

Question: Can you tell me how important is each of the following in helping you to make decisions about your life? ... The teachings of your church or synagogue. (1=Very important, 2, 3, 4, 5=Not very important)

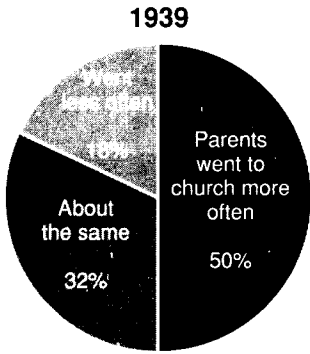


Source: Survey by the National Opinion Research Center, February-April, 1988.

On the other hand, we recognize that a narrow, undisciplined individualism is highly incomplete and sterile. We value the broader claims of community.

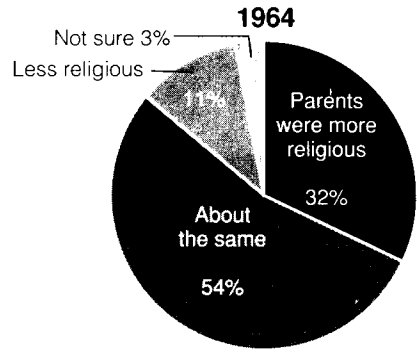
VALUE NOSTALGIA

Question: Did your parents go to church more often or less often than you do?



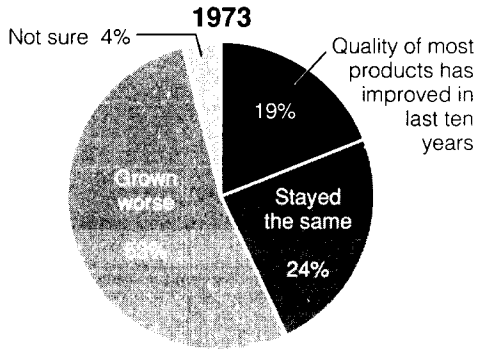
Source: Survey by the Gallup Organization, February 24-March 1, 1939.

Question: Generally speaking, were your parents more religious than you are, less religious, or about the same?



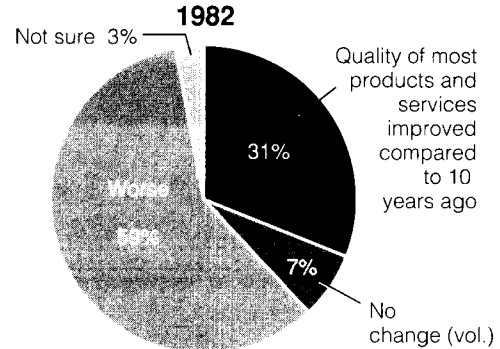
Source: Survey by the National Opinion Research Center for the Anti-Defamation League of B'Nai B'Rith, October 1964.

Question: Compared to 10 years ago, would you say the quality of most products you buy has improved, grown worse, or stayed the same?



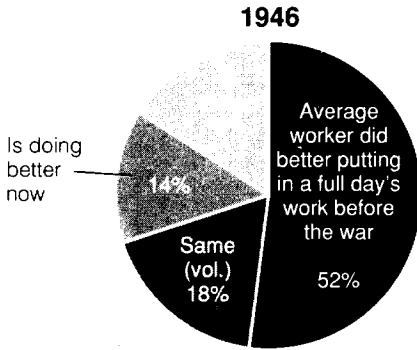
Source: Survey by Louis Harris and Associates, August 18-19, 1973.

Question: I'd like to have your views on how some things have changed in the last ten years. Compared to ten years ago, would you say that the quality of most products and services has improved or grown worse?



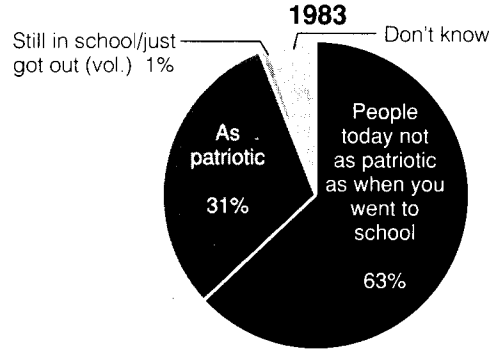
Source: Survey by Louis Harris and Associates for Atlantic Richfield Company, October 15-26, 1982.

Question: On the question of putting in a full day's work for a full day's pay, do you think the average factory worker did a better job before the war, or is he doing a better job now?



Source: Survey by the Opinion Research Corporation, October 1946.

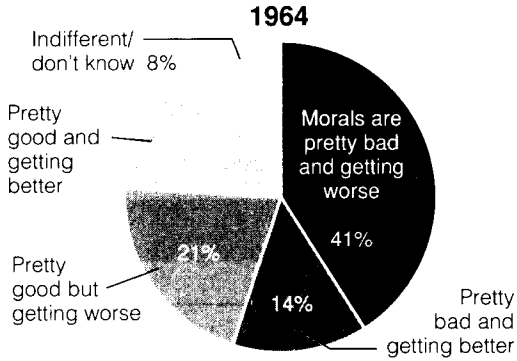
Question: Are people today as patriotic as they were when you went to school?



Source: Survey by the New York Times, November 18-22, 1983.

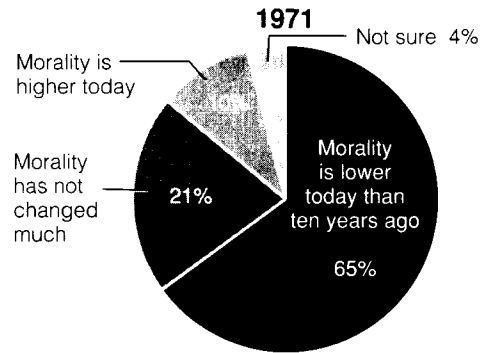
When we care about a value, we are likely to worry about its status and to see it slipping. This phenomenon of "value nostalgia" is clearly not new.

Question: Which of the statements on this card comes closest to expressing how you feel about the state of morals in this country at the present time?



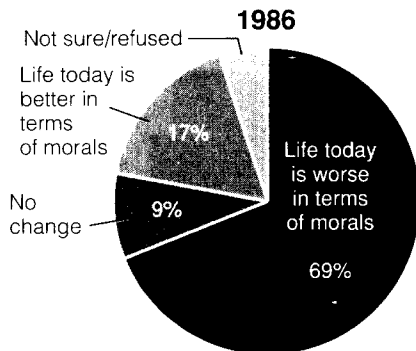
Source: Survey by the National Opinion Research Center for the Anti-Defamation League of B'Nai B'Rith, October 1964.

Question: Compared with ten years ago, would you say morality in the United States is lower today, higher, or not changed much?



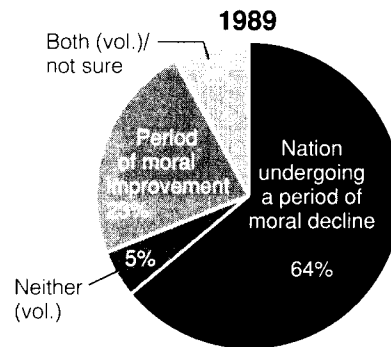
Source: Survey by Louis Harris and Associates, March 1971.

Question: Do you believe that life today is getting better or worse in terms of morals?



Source: Survey by the Los Angeles Times, July 9-14, 1986.

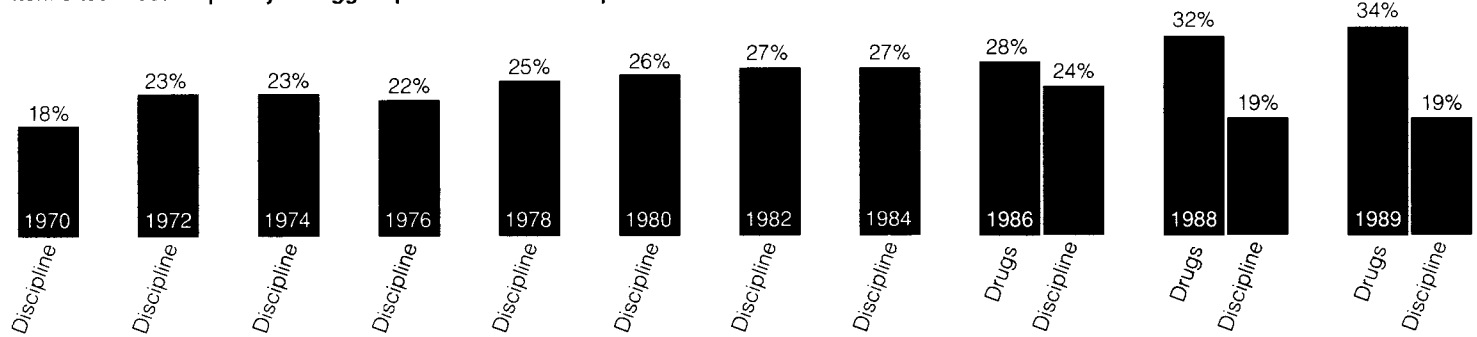
Question: Generally speaking, would you say the nation is undergoing a period of moral improvement, or a period of moral decline?



Source: Survey by the Los Angeles Times, March 3-10, 1989.

Question: What do you think are the biggest problems with which the public schools in this country must deal?

Item cited most frequently as biggest problem with which public schools must deal



Source: Surveys by the Gallup Organization for Phi Delta Kappan, latest that of May 5-June 11, 1989.

In any case, Americans today are plainly uneasy about the foundations of personal and public morality.

VALUE VIGNETTES

Question: Do you approve of a married woman earning money in business or industry if she has a husband capable of supporting her?

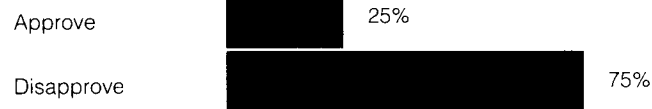
1938

Married woman earning money if she has husband capable of supporting her

Men



Women

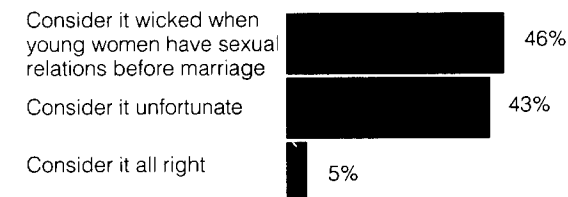


Source: Survey by the Gallup Organization, October 19-24, 1938.

Question: Do you consider it all right, unfortunate, or wicked when young (women/men) have sexual relations before marriage?

1943

Women



Women



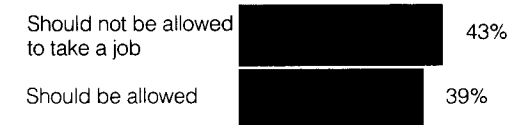
Source: Survey by the Roper Organization for *Fortune*, March 22-April 5, 1943.

Question: Do you think a married woman who has no children under 16 and whose husband makes enough to support her should or should not be allowed to take a job if she wants to?

Question: No decent man can respect a woman who has had sex relations before marriage.

1946

Married woman with no children under 16 whose husband makes enough money to support her



1950

No decent man can respect a woman who has had sex relations before marriage



Source: Survey by the Roper Organization for *Fortune*, April 12-30, 1946.

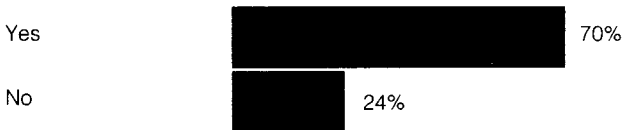
Source: Survey by the National Opinion Research Center, November 1950.

Sometimes we get a sense of change more from the questions that are asked, or the way they are phrased, than we do from the answers people give, as these questions show.

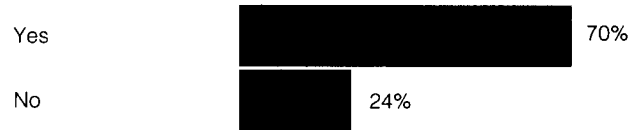
Question: Do you think any of the blame for teenage crimes can be placed on (the reading of comic books/mystery and crime programs on television and radio)?

1954

Reading of comic books can be blamed for teenage crimes



Television and radio mystery and crime programs can be blamed for teenage crime

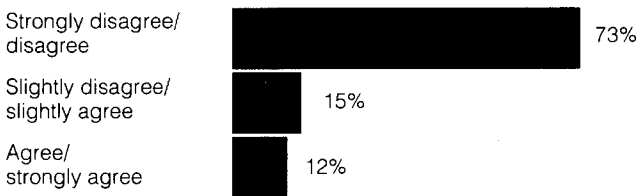


Source: Survey by the Gallup Organization, October 15-20, 1954.

Question: I believe that full sexual relations are acceptable for the (male/female) before marriage when (he/she) is engaged to be married.

1963

Sexual relations acceptable for male engaged to be married



Sexual relations acceptable for female engaged to be married



Source: Survey by the National Opinion Research Center, April-July, 1963.

Question: The health officer of a university recently gave prescriptions for birth control pills to two unmarried students. How do you feel about giving birth control pills to girls in college?

1965

Men



Women



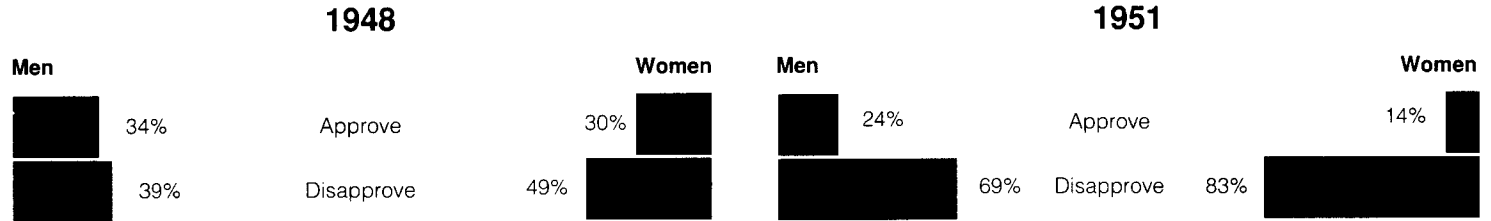
Source: Survey by the Gallup Organization, October 8-13, 1965.

The "media" have long been seen as corrupting. Questions from the early to mid-1960s remind us that for all the continuity in basic values, there really has been a "sexual revolution."

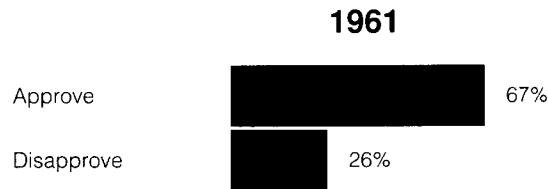
SARTORIAL SELECTIONS

Question: Do you approve or disapprove of women of any age wearing slacks in public, that is, for example, while shopping?

Question: Speaking in terms of their day-to-day activities, do you approve or disapprove of women in your community wearing shorts on the street?

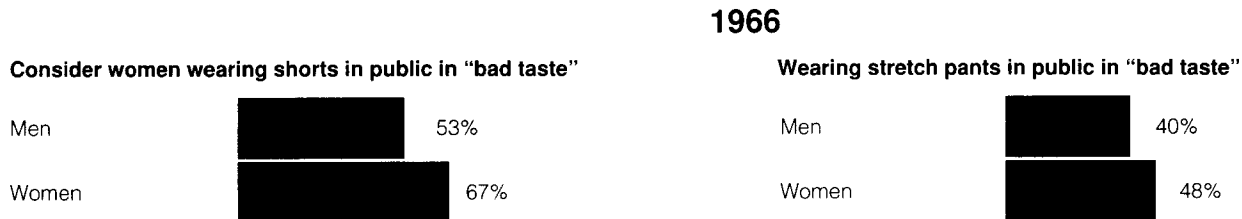


Question: Do you approve or disapprove of women wearing slacks in public?



Source: Surveys by the Gallup Organization, latest that of October 19–24, 1961.

Question: Which do you consider to be in "bad taste"?



Source: Survey by the Gallup Organization, February 10–15, 1966.

One manifestation of changing times involves our notions of what's appropriate dress in public. The acceptability of wearing slacks and shorts in public has grown since World War II.