Part IV: 1968-1977
A Decade When Things Went Sour

"KENNEDY IS DEAD, VICTIM OF ASSASSIN; SUSPECT, ARAB IMMIGRANT ARRAIGNED"

THE NEW YORK TIMES
JUNE 6, 1968

"NIXON RESIGNS
HE URGES A TIME OF 'HEALING'; FORD WILL TAKE OFFICE TODAY"

THE NEW YORK TIMES
AUGUST 9, 1974

"MINH SURRENDERS, VIETCONG IN SAIGON; 1,000 AMERICANS AND 5,500 VIETNAMESE EVACUATED"

THE NEW YORK TIMES
APRIL 30, 1975
Popular Culture and Style

Question: Of all the things that have happened anywhere in the world during 1969, which is the most outstanding?

- Moon flight, Moon landing: 49%
- Vietnam war and protests: 27%
- Other: 14%
- Don’t know: 10%

10/17-22/69

Question: What is your favorite way of spending an evening?

- Watching television: 46%
- Being with family and friends: 33%
- Listening to music/Going to movies: 14%
- Misc. pursuits: 16%
- Reading: 14%
- Dining out: 12%
- Other: 7%

2/8-10/74

Question: When, as nearly as you can recall, did you last read any kind of book all the way through?

- Never/Can't remember: 35%
- Within last week: 21%
- Over 1 week to 2 months: 19%
- Over 2 months to 6 months: 11%
- Over 6 months or more: 13%

2/20-25/69

Question: Do you happen to put any restrictions on the number of hours your children watch television?

- No: 62%
- Yes: 38%

1/14-17/77

Question: Aside from any work you do here at home or at a job, do you do anything regularly—that is, on a daily basis—that helps you keep physically fit?

- No: 52%
- Yes: 48%

9/9-12/77

Question: There has been much talk about whether the TV networks deal fairly with all sides in presenting the news dealing with political and social issues. How do you feel about this—do they deal fairly with all sides or do they tend to favor one side?

- No opinion: 18%
- Deal fairly: 40%
- Favor one side: 42%

12/4-9/69

Question: Within the last twelve months have you taken any vacation which took you away from home for six nights in a row, or more?

- No: 62%
- Yes: 38%

12/5-10/68

Question: Would you find pictures of nudes in magazines objectionable?

- No: 25%
- Yes: 75%

5/15-20/69

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- Never/Can't remember: 35%
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5/15-20/69

THE PUBLIC PERSPECTIVE, APRIL/MAY 1997 39
Social Issues

Question: If your party nominated a woman for president, would you vote for her if she qualified for the job?

3/12-17/69

No 43%
Yes 57%

8/15-18/75

No 24%
Yes 76%

Question: Do you think that women with school age children should feel free to take full-time jobs if they want to, or, in your opinion should they stay home and take care of their children?

May 1972

Stay home 39%
Full-time jobs 53%

Question: If you were taking a new job and had your choice of a boss, would you prefer to work for a man or for a woman?

9/12-15/75

No difference (vol.)

Man 30%
Woman 70%

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

9/12-15/75

Disapprove 30%
Approve 70%

Question: Do you favor or oppose this (the movement to address all women as 'Ms.' instead of 'Mrs.' or 'Miss')?

11/10-13/72

Favor 22%
Oppose 60%
Don't know 18%

Question: If you are married, would you rather have your wife addressed as 'Ms.' or 'Mrs.'?

1/12-15/73

'Ms.' 12%
'Mrs.' 84%
Don't know 14%

Question: Some people feel that what Negroes should be asking for is the same chance as whites when it comes to such things as getting jobs and being admitted to college. Others say that to make up for past treatment, Negroes should get preference over whites in such things. What is your opinion?

May 1969

Same chance as whites 85%
Preference over whites 10%
Not sure 5%

Question: Some people say that to make up for past discrimination, women and members of minority groups should be given preferential treatment in getting jobs and places in college. Others say that ability, as determined by test scores, should be the main consideration. Which point of view comes closest to how you feel on this matter?

3/25-28/77

Women, minorities should be given preference 10%
Ability should be the only consideration 83%
No opinion 6%
Social Issues

**Question:** What is your opinion—do you think the racial integration of schools in the United States is going too fast or not fast enough?

- About right (vol.): 27% Too fast, 48% Not fast enough, 24%
- 7/10-15/69

**Question:** Do you approve or disapprove of marriage between: Whites and Non-whites?

- Approve: 11% Disapprove: 61%
- 10/13-16/72

**Question:** In general, do you favor or oppose the busing of Negro and white school children from one school district to another?

- Favor: 18% Oppose: 82%
- 10/8-11/71

**Question:** Are you in favor of the death penalty for persons convicted of murder?

- Yes, in favor: 51% No: 40%, No opinion: 9%
- 1/23-28/69

**Question:** Is there any area right around here—that is, within a mile—where you would be afraid to walk alone at night?

- Yes: 35% No: 62%
- 9/19-24/68

**Question:** In general, do you think the courts in this area deal too harshly or not harshly enough with criminals?

- Not harshly enough: 74% Too harshly: 13%, No opinion: 8%
- 11/18-21/77

**Question:** Have you, yourself, ever happened to try marijuana?

- Yes: 4% No: 96%
- 10/2-7/69

**Question:** In general, do you favor or oppose the busing of Negro and white school children from one school district to another?

- Favor: 18% Oppose: 82%
- 10/8-11/71
Public Policy

Question: Which of these two statements comes closer to your point of view about Watergate:...?

- It's a very serious matter because it reveals corruption in the Nixon Administration. (61%)
- It's just politics—the kind of thing that both parties engage in. (39%)

4/6-9/73

Question: Do you think President Nixon should be impeached and compelled to leave the presidency, or not?

- No opinion (53%)
- Yes (19%)
- No (70%)

6/22-25/73

Question: As you may know, there is talk about giving every family an income of at least $3,200 a year, which would be the amount for a family of four. If the family earns less than this, the government would make up the difference. Would you favor or oppose such a plan?

- Favor (36%)
- Oppose (58%)

5/23-28/68

Question: Would you favor or oppose giving food stamps at a greatly reduced rate to families whose earnings are twenty to sixty dollars a week?

- Favor (60%)
- Oppose (31%)

3/27-4/1/69

Question: Now again remembering that government spending has to be paid for out of our taxes, let me mention some other types of programs and ask whether you think the amount of tax money being spent for each purpose should be increased, kept at the present level, reduced or ended altogether? Welfare programs to help low-income families?

- Increased (25%)
- Reduced or kept at present level (65%)
- Ended (7%)

June 1976

Question: It has been said that...consumers will either have to pay substantially more for electricity and heating fuel in the near future, or the current pollution standards will have to be lowered. If you had to choose...which would you select?

- Increase utility bill (51%)
- Lower pollution standards (31%)
- No opinion (18%)

7/6-9/73

Question: It has been recommended that wherever possible industry convert to the use of coal from oil and natural gas. Do you think environmental standards concerning air pollution should be relaxed to permit the greater use of coal or do you think they should be kept as they are now?

- Relaxed (46%)
- Kept same or made more strict (48%)
- No opinion (8%)

4/29-5/2/77

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The Economy

**Question:** ...[Have] we as a nation made much progress, made some progress, stood still, lost some ground, or lost much ground in handling...the overall prosperity of the country...[during the last year or two]?

- **May 1972:**
  - Made much/some progress: 46%
  - Stood still: 23%
  - Lost some/much ground: 24%

- **April 1974:**
  - Made much/some progress: 29%
  - Stood still: 20%
  - Lost some/much ground: 46%

- **June 1976:**
  - Made much/some progress: 39%
  - Stood still: 26%
  - Lost some/much ground: 29%

**Question:** Do you think the economic situation in the United States during the next six months will get better or will get worse?

- **8/2-5/74:**
  - Better: 13%
  - Stay about the same: 15%
  - Worse: 68%

**Question:** ...[Have] we as a nation made much progress, made some progress, stood still, lost some ground, or lost much ground in handling...rising prices and the cost of living...[during the last year or two]?

- **April 1974:**
  - Made much/some progress: 6%
  - Stood still: 6%
  - Lost some/much ground: 87%

**Question:** In general, would you say that you are better off financially than you were a year ago, worse off, or about the same?

- **10/13-16/72:**
  - About the same: 52%
  - Better off: 32%
  - Worse off: 17%

- **1/31-2/3/75:**
  - About the same: 35%
  - Better off: 22%
  - Worse off: 42%

**Question:** In your opinion, who is most responsible for inflation—government, business, or labor?

- **4/21-24/72:**
  - Government: 38%
  - Business: 19%
  - Labor: 29%
  - No opinion: 14%

- **6/28-7/1/74:**
  - Government: 47%
  - Business: 17%
  - Labor: 18%
  - No opinion: 18%

**Question:** Would you favor or oppose a constitutional amendment that would require Congress to balance the federal budget each year?

- **3/19-21/76:**
  - Favor: 78%
  - Oppose: 13%
Gallup on American Opinion

Foreign Affairs

**Question:** People are called 'Hawks' if they want to step up our military effort in Vietnam. They are called 'Doves' if they want to reduce our military effort in Vietnam. How would you describe yourself—as a 'Hawk' or a 'Dove'?  

<table>
<thead>
<tr>
<th>Date</th>
<th>Hawk</th>
<th>Dove</th>
<th>No opinion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/4-9/68</td>
<td>56%</td>
<td>28%</td>
<td>16%</td>
</tr>
<tr>
<td>9/26-10/1/68</td>
<td>44%</td>
<td>41%</td>
<td>14%</td>
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<tr>
<td>10/30-11/4/69</td>
<td>56%</td>
<td>30%</td>
<td>14%</td>
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**Question:** In view of the developments since we entered the fighting in Vietnam, do you think the United States made a mistake sending troops to fight in Vietnam?

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<thead>
<tr>
<th>Date</th>
<th>No opinion</th>
<th>Yes</th>
<th>No</th>
<th>12%</th>
<th>42%</th>
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<tr>
<td>2/1-6/68</td>
<td>No</td>
<td>Yes</td>
<td>46%</td>
<td>10%</td>
<td>29%</td>
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<tr>
<td>9/17-22/69</td>
<td>No</td>
<td>Yes</td>
<td>58%</td>
<td>10%</td>
<td>29%</td>
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<tr>
<td>1/12-15/73</td>
<td>No</td>
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<td>60%</td>
<td>29%</td>
<td>11%</td>
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**Question:** Do you approve or disapprove of the way President Johnson is handling the situation in Vietnam?

<table>
<thead>
<tr>
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<th>Disapprove</th>
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<tr>
<td>5/2-7/68</td>
<td>41%</td>
<td>46%</td>
<td>13%</td>
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<td>10/17-22/69</td>
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<td>10%</td>
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**Question:** Do you approve or disapprove of the way President Nixon is handling the situation in Vietnam?

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<th>Date</th>
<th>Approve</th>
<th>Disapprove</th>
<th>No opinion</th>
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<tr>
<td>2/4-7/72</td>
<td>52%</td>
<td>40%</td>
<td>9%</td>
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<tr>
<td>1/26-29/73</td>
<td>75%</td>
<td>18%</td>
<td>6%</td>
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**Question:** Since World War II the policy of the US has been to maintain our military strength throughout the world in order to help governments that might be overthrown by communist-backed forces. Do you think we should or should not continue to follow this policy?

<table>
<thead>
<tr>
<th>No opinion</th>
<th>Should</th>
<th>Should not</th>
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<tbody>
<tr>
<td>10%</td>
<td>53%</td>
<td>37%</td>
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<tr>
<th>DK/No answer</th>
<th>Agree</th>
<th>Disagree</th>
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<tr>
<td>9%</td>
<td>42%</td>
<td>49%</td>
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</table>

**Question:** Please tell me whether you agree or disagree with each of the statements... The US should take all necessary steps, including the use of armed force to prevent the spread of communism to any other parts of the free world.

May 1972
Presidents, Parties, and Ideology

Question: Do you approve or disapprove of the way Johnson is handling his job as president?

Question: Do you approve or disapprove of the way Nixon is handling his job as president?

Question: Do you approve or disapprove of the way Ford is handling his job as president?

Question: How would you describe your political beliefs—as conservative...or liberal?

Question: How would you describe yourself—as...conservative...or liberal?

Question: In politics, as of today, do you consider yourself a Republican, Democrat, or Independent?