

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%

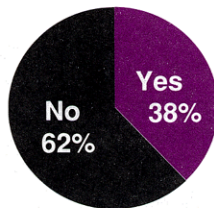
2/8-18/74

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%

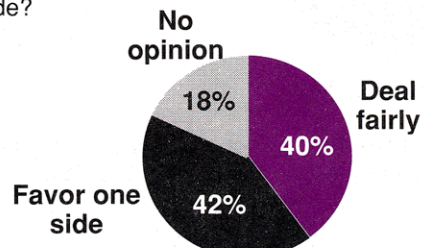
2/20-25/69

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



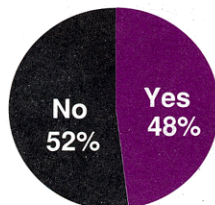
1/14-17/77

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?



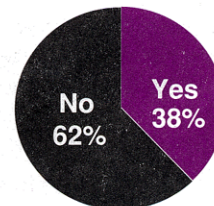
12/4-9/69

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?



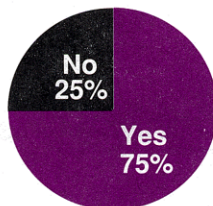
9/9-12/77

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?

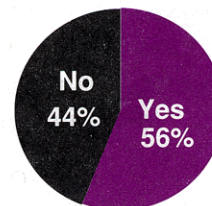


12/5-10/68

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



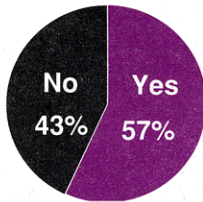
5/15-20/69



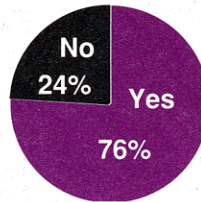
7/6-9/73

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

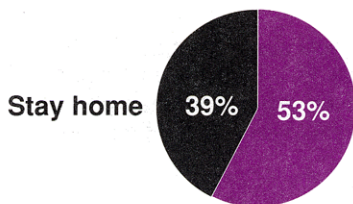


8/15-18/75

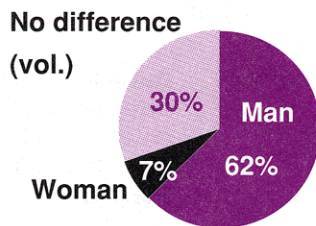
Question: Do you think that women with school age children should feel free to take full-time jobs if they want to, or, in your opinion should they stay home and take care of their children?

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?

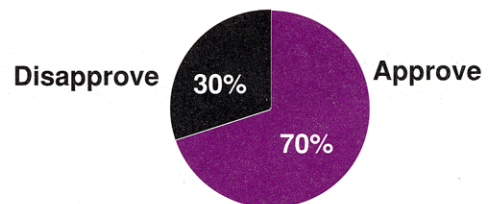
Question: Do you approve of a married woman earning money in business or industry if she has a husband capable of supporting her?



May 1972



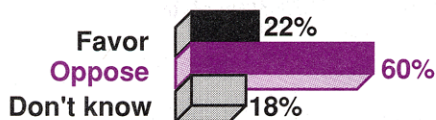
9/12-15/75



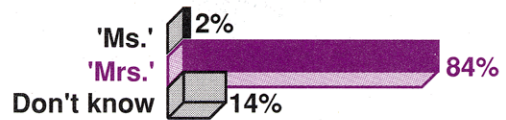
9/12-15/75

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

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

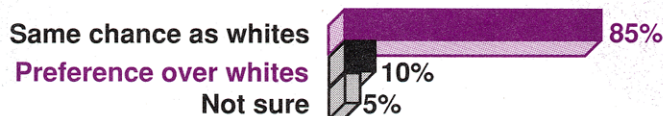


11/10-13/72



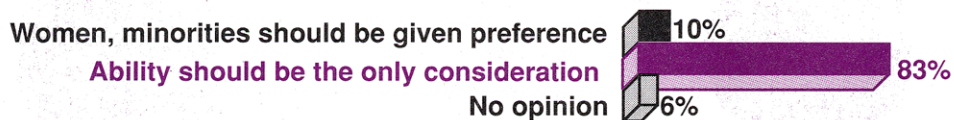
1/12-15/73

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

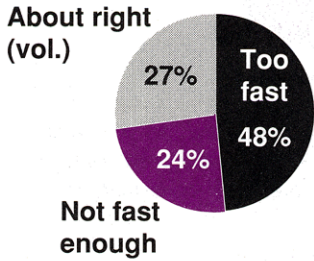
Question: Some people say that to make up for past discrimination, women and members of minority groups should be given preferential treatment in getting jobs and places in college. Others say that ability, as determined by test scores, should be the main consideration. Which point of view comes closest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



3/25-28/77

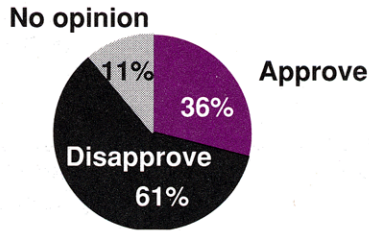
Social Issues

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?



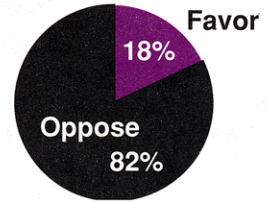
7/10-15/69

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



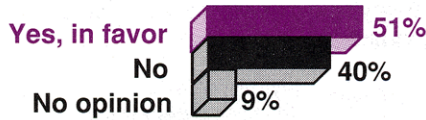
10/13-16/72

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

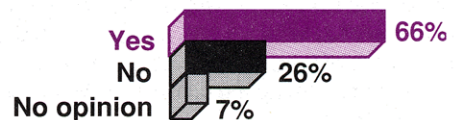


10/8-11/71

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



1/23-28/69



4/9-12/76

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

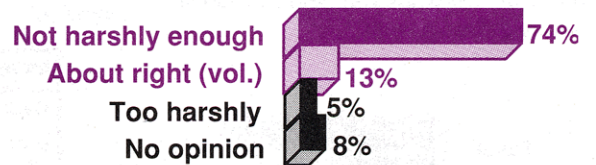


9/19-24/68



11/18-21/77

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

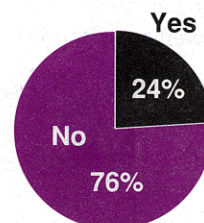


12/8-11/72

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



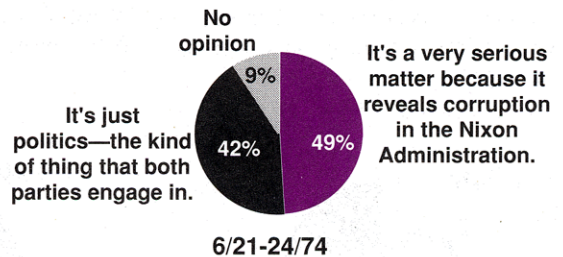
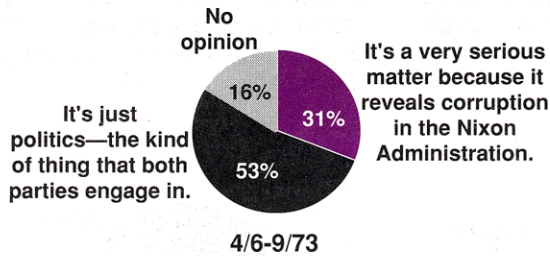
10/2-7/69



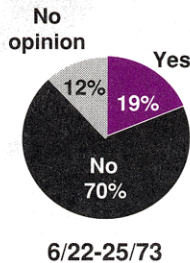
4/1-4/4/77

Public Policy

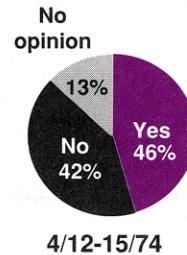
Question: Which of these two statements comes closer to your point of view about Watergate...?



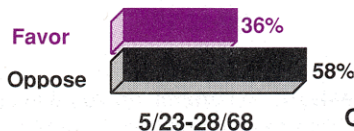
Question: Do you think President Nixon should be impeached and compelled to leave the presidency, or not?



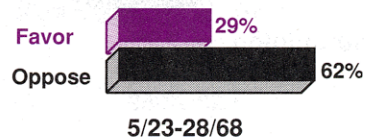
Question: Just from the way you feel now, do you think his [President Nixon's] actions are serious enough to warrant his being impeached and removed from the Presidency, or not?



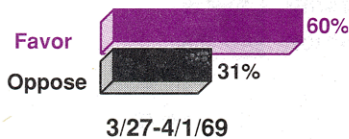
Question: As you may know, there is talk about giving every family an income of at least \$3,200 a year, which would be the amount for a family of four. If the family earns less than this, the government would make up the difference. Would you favor or oppose such a plan?



Question: Everything considered, would you say you favor or oppose a guaranteed annual wage?



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?



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?

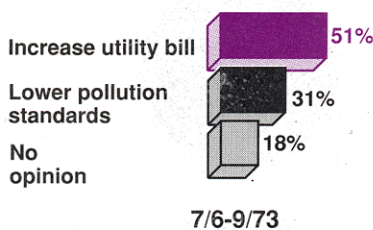
Increased	25%
Reduced or kept at present level	65%
Ended	7%

June 1976

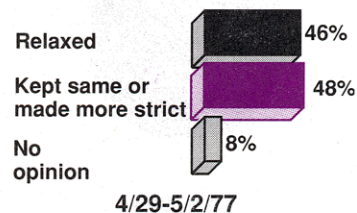
Increased	31%
Reduced or kept at present level	58%
Ended altogether	6%

May 1972

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?

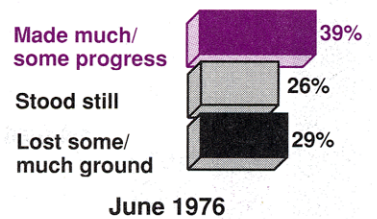
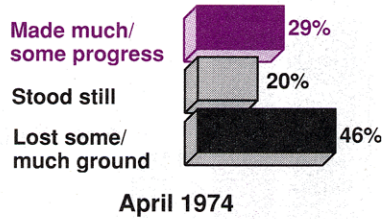
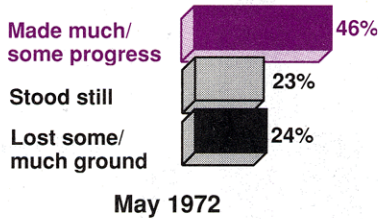


Question: It has been recommended that wherever possible industry convert to the use of coal from oil and natural gas. Do you think environmental standards concerning air pollution should be relaxed to permit the greater use of coal or do you think they should be kept as they are now?



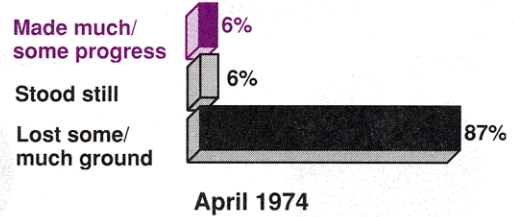
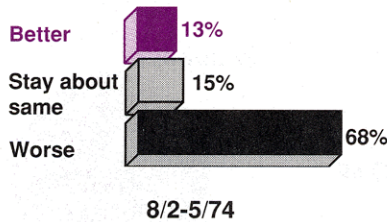
The Economy

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]?

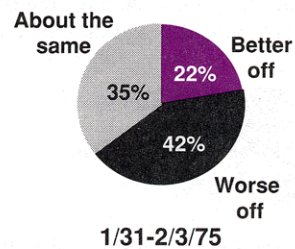
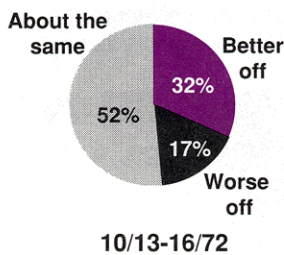


Question: Do you think the economic situation in the United States during the next six months will get better or will get worse?

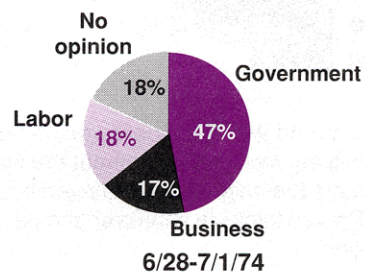
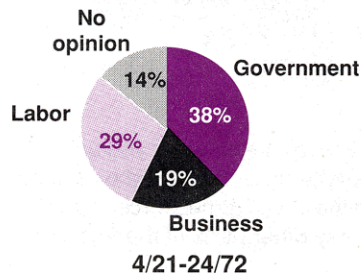
Question: ...[Have] we as a nation made much progress, made some progress, stood still, lost some ground, or lost much ground in handling...**rising prices and the cost of living**...[during the last year or two]?



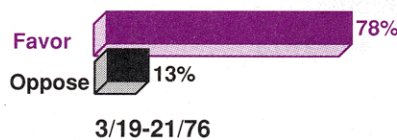
Question: In general, would you say that you are better off financially than you were a year ago, worse off, or about the same?



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

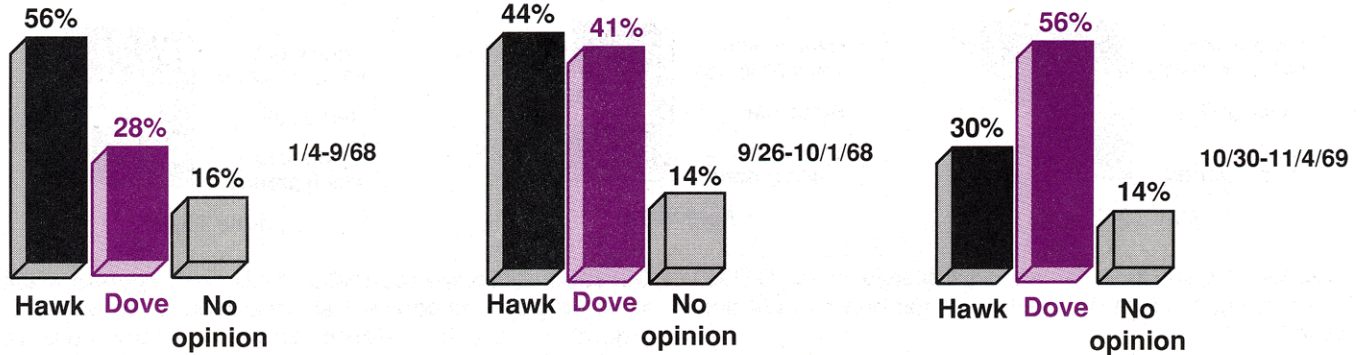


Question: Would you favor or oppose a constitutional amendment that would require Congress to balance the federal budget each year?

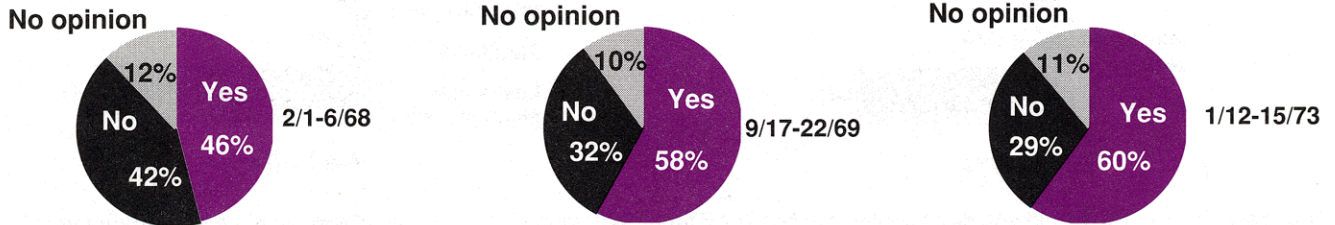


Foreign Affairs

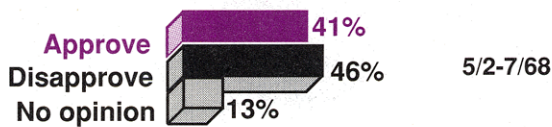
Question: People are called 'Hawks' if they want to step up our military effort in Vietnam. They are called 'Doves' if they want to reduce our military effort in Vietnam. How would you describe yourself—as a 'Hawk' or a 'Dove'?



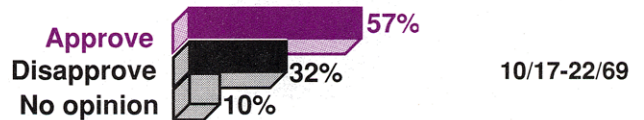
Question: In view of the developments since we entered the fighting in Vietnam, do you think the United States made a mistake sending troops to fight in Vietnam?



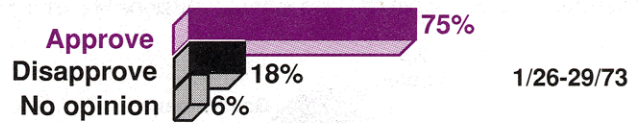
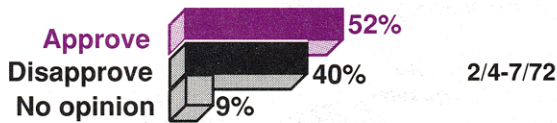
Question: Do you approve or disapprove of the way **President Johnson** is handling the situation in Vietnam?



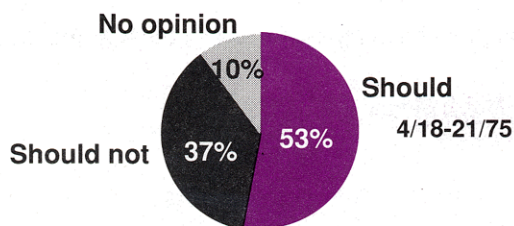
Question: Do you approve or disapprove of the way **President Nixon** is handling the situation in Vietnam?



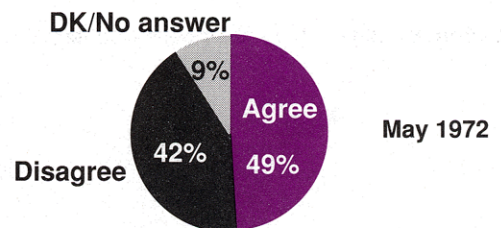
Question: Do you approve or disapprove of the way **President Nixon** is handling the situation in Vietnam?



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?

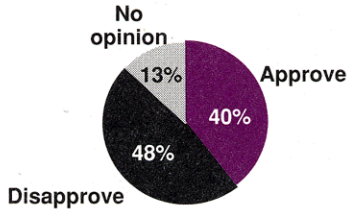


Question: Please tell me whether you agree or disagree with each of the statements... The US should take all necessary steps, including the use of armed force to prevent the spread of communism to any other parts of the free world.



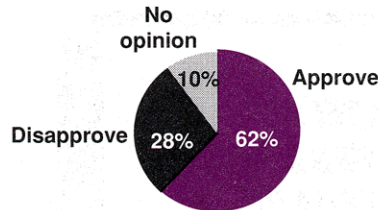
Presidents, Parties, and Ideology

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



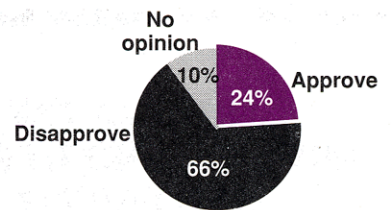
7/18-23/68

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



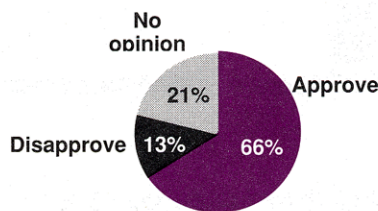
11/10-13/72

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

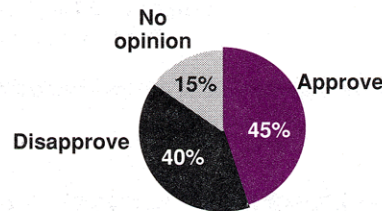


8/2-5/74

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



9/6-9/74



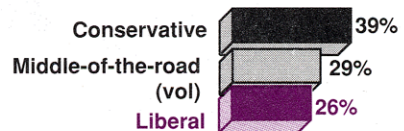
6/11-14/76

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



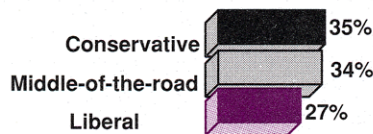
7/10-15/69

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



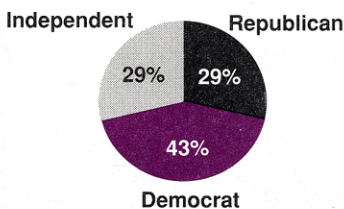
4/23-26/71

Question: ...How would you describe yourself?

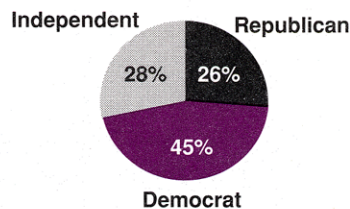


6/25-28/76

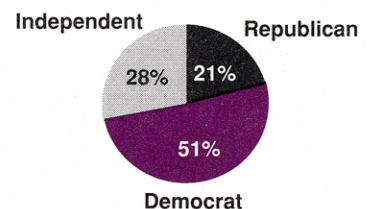
Question: In politics, as of today, do you consider yourself a Republican, Democrat, or Independent?



7/18-23/68



7/14-17/72



7/8-11/77