

Americans Say That the Country's Main Challenges Center On Values and Standards

Questions: How strong would you say the US decline or improvement is in [each of the following areas]...?

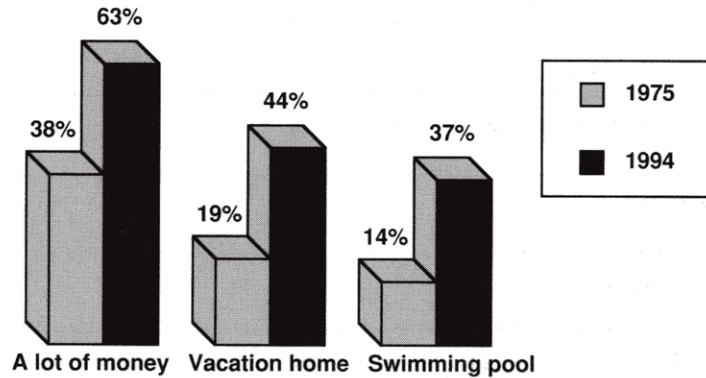
Area of Decline/Improvement	Strong/Moderate Decline	Holding Steady	Moderate/Strong Improvement
The area of crime and public safety	74%	17%	9%
The quality of television and entertainment	71	19	11
Its moral and ethical standards	70	24	6
The area of our criminal justice system	67	26	8
The area of family life	64	26	9
Our education and schools	61	26	14
The quality of our national leaders	57	34	8
The area of our health care system	56	32	12
The American work ethic	56	34	10
Our standard of living	54	33	14
The honesty and integrity of the average American	50	42	8
The area of business and the economy	48	37	16
The area of racial and ethnic relations	45	39	16
The area of religious and spiritual life	43	43	14
Its global influence	34	49	18
The area of churches and religious institutions	29	54	17
Its military power	27	51	23

Source: Survey by the Center for Survey Research, University of Virginia, for the Post-Modernity Project, January 27-April 14, 1996.

We're Hardly Rejecting "Materialism"...

Question: ...When you think of the good life—the life you'd like to have, which of the things on this list, if any, are part of that good life as far as you personally are concerned?

Percentage of Americans seeing item as part of "the good life"



Source: Survey by Roper Starch Worldwide, December 1975 and December 1994.

...But Non-Material Needs and Values are Really What Counts

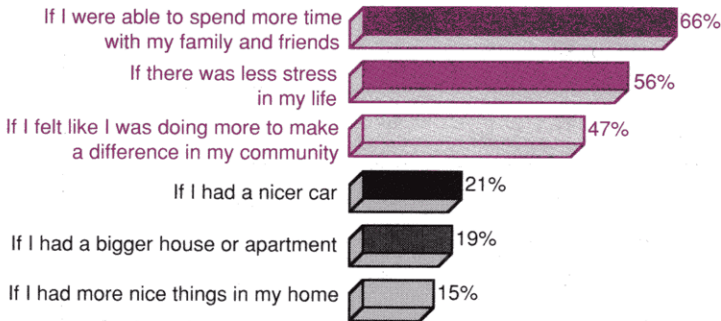
Question: Now I'm going to read a list of things some people say would make them more satisfied with their lives. Please rate each one on a scale from 1 to 10, where ten means it would make you much more satisfied with your life, one means it would make you much less satisfied with your life, and five means it wouldn't make much difference. ...I would be much more satisfied with my life...

I Have More Things, But I'm Not Sure I'm Happier

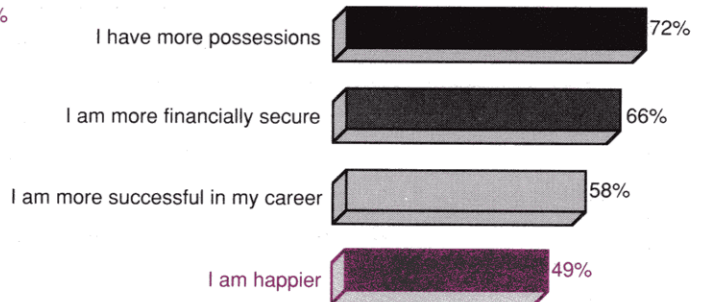
Question: Now I'm going to read some statements comparing the way you live with the way your parents lived when they were your age. For each statement, please tell me whether you strongly agree, agree, disagree, or strongly disagree....

Compared to my parents when they were my age...

Percent rating the item 8 or higher out of ten



Percent who strongly agree/agree



Source: Survey by the Harwood Group for the Merck Family Foundation, February 1995.

What's Right and Wrong? What Should Be Legal or Illegal?

Questions: How wrong do you personally think it is when people engage in the following behavior...?

	Wrong for all/ and should not be legally tolerated	Wrong for all/ but should be tolerated	Right for some, but not for me personally	Right for me, but not necessarily for others	Right for all	Not a moral issue
Cheating on taxes	68%	11%	10%	3%	2%	7%
Smoking marijuana	51	13	19	4	3	10
Marriages between two persons of the same sex	41	19	24	3	4	10
Sexual relations between two adults of the same sex	33	23	27	3	5	10
Watching pornographic movies	39	17	26	6	3	8
Failing to follow through on commitment	23	33	21	4	3	15
Making negative remarks about someone who is not present	22	33	21	4	3	18
Swearing or using offensive language	22	33	22	6	4	14
Mistreating someone who first mistreated you	26	27	26	5	5	12
Abortion during the first three months of pregnancy	34	16	24	6	11	8
Medically assisted suicide for someone terminally ill	32	13	26	9	13	7
Sex before marriage	16	27	22	15	9	11
Smoking cigarettes	13	19	30	13	8	18
Withdrawing life support from someone who requests it	16	12	23	14	28	8
Marriages between blacks and whites	13	13	39	5	15	17
Drinking alcohol	11	14	29	17	10	18
Divorce	5	18	42	10	13	12
Spanking a child	10	11	24	19	20	16
Suing someone who has wronged you	8	12	27	10	28	15
Accepting a welfare payment from the government	7	12	45	6	14	16

Source: Survey by the Center for Survey Research, University of Virginia, for the Post-Modernity Project, January 27-April 14, 1996.

A “Traditionalist” Public

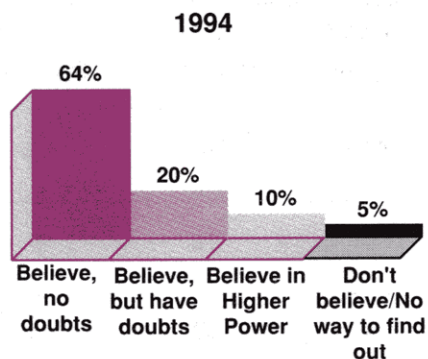
Questions: How fully do you agree or disagree with the following...?

	Completely Agree	Mostly Agree	Mostly Disagree	Completely Disagree
A man should put his wife and children ahead of his career	28%	47%	15%	6%
A woman should put her husband and children ahead of her career	27	45	19	5
Public schools have a responsibility to provide sex education for teenagers	24	44	17	11
It is sometimes necessary to discipline a child with a good, hard spanking	21	42	22	11
I believe that suffering and hardship is a necessary part of life and can actually enrich my life	14	46	25	9
It is generally better for society if the man is the achiever outside the home and the woman takes care of the home and family	19	38	26	13
Birth control should be available to teens even if parents don't approve	19	36	20	19
I would feel very uncomfortable if I knew my child's teacher was gay	21	29	27	14
Being a housewife is generally less fulfilling than working for pay	9	31	33	19
Realizing your full potential as a human being is more important than helping others	5	25	47	17
Suicide is morally acceptable—a person has a right to do what he wants with himself	7	17	31	40

Source: Survey by the Center for Survey Research, University of Virginia, for the Post-Modernity Project, January 27-April 14, 1996.

Americans' Religiosity Strong and Unchanging

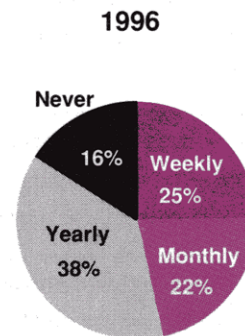
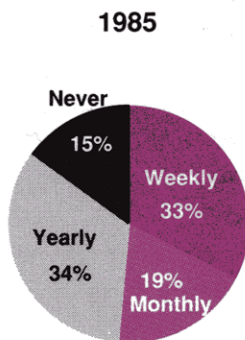
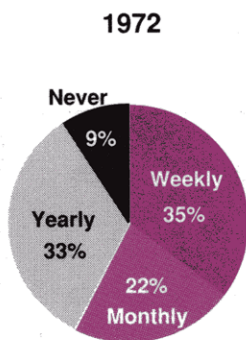
Question: ...[T]ell me which statement comes closest to expressing what you believe about God....I don't believe in God. I don't know whether there is a God, and I don't believe there is any way to find out. I don't believe in a personal God, but I do believe in a Higher Power of some kind. I find myself believing in God some of the time, but not at others. While I have doubts, I feel that I do believe in God. I know God really exists and I have no doubts about it.



Question: Which of these statements comes closest to describing your feelings about the Bible? (A) **The Bible is the actual word of God and is to be taken literally, word for word;** (B) **The Bible is the inspired word of God, but not everything in it should be taken literally, word for word;** (C) **The Bible is an ancient book of fables, legends, history, and moral precepts recorded by men.**

	Statement A	Statement B	Statement C
1996	30%	50%	17%
1994	31	52	15
1993	33	49	15
1991	35	48	15
1990	33	49	15
1989	31	50	16
1988	34	47	16
1987	37	46	15
1985	36	49	13

Question: How often do you attend religious services?



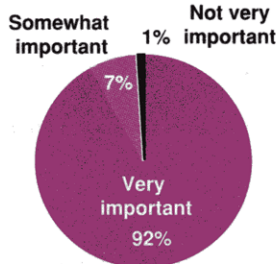
Question: About how often do you pray?...Several times a day, once a day, several times a week, once a week, less than once a week, never.

Source: Surveys by the National Opinion Research Center.

	Daily	Weekly	Less Than Weekly
1996	58%	22%	21%
1994	56	21	24
1993	57	22	23
1990	52	23	25
1989	53	22	25
1988	54	24	22
1987	56	23	21
1985	58	20	22
1984	57	21	21
1983	55	21	25

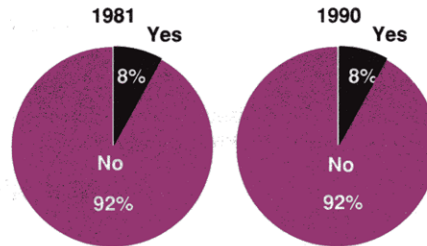
The Family Marriage: Highly Valued

Question: ...[Please tell me] if...[the following] is very important to you, somewhat important to you, not very important to you, or not at all important to you...Having a successful marriage?



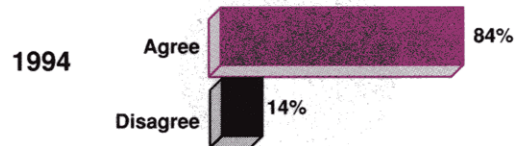
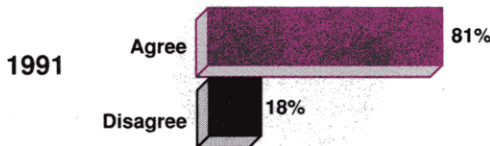
Source: Survey by Wirthlin Worldwide, August 1996.

Question: Do you agree or disagree...Marriage is an out-dated institution?



Source: Surveys by the Gallup Organization for the World Values Study Group, latest that of May 1-June 30, 1990.

Question: Do you completely agree...mostly agree...mostly disagree...or completely disagree...I have old-fashioned values about family and marriage?



Note: Question varied slightly in the 1994 asking.

Source: Surveys by Princeton Survey Research Associates for Times Mirror, October 31-November 10, 1991 and July 13-27, 1994.

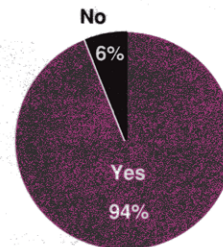
Marriage: Those Now Married Say "Mine's OK"

Question: Taking things all together, how would you describe your marriage...?

	1990	1991	1993	1994	1996
Very happy	65%	63%	62%	61%	62%
Pretty happy	33%	34%	35%	36%	36%
Not too happy	2%	3%	3%	3%	2%

Source: Surveys by the National Opinion Research Center-General Social Survey.

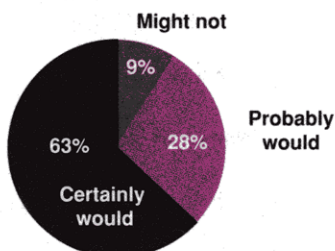
Question: If you had it to do over again, would you marry the person to whom you are currently married, or not?



Source: Survey by the Gallup Organization, September 3-5, 1996.

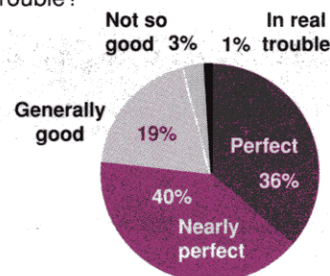
Let's Qualify That A Little

Question: Knowing what you do now, if you had to do it over, is there a chance you might not marry the same person, or do you think you probably would, or are you certain you would?



Source: Survey by the Gallup Organization for CNN/USA Today, February 24-26, 1997.

Question: Which of the following describes your marriage...it's perfect and couldn't be improved, it's nearly perfect, a few small improvements are needed, it's generally good, but there are some problems, it's not so good, we've got serious problems, or it's in real trouble?

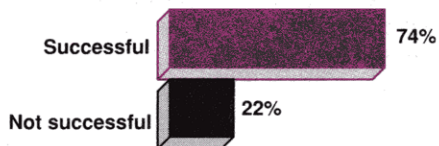


Source: Survey by the Washington Post, August 8-12, 1997.

Thinking About Values

Lots Admit to Failure

Question: Please tell me...how successful you've been in this area...very successful, somewhat successful, not very successful, or not at all successful...Having a successful marriage?

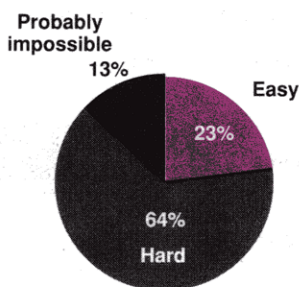


Note: National sample. Responses of "very/somewhat successful" were combined and "not very/not at all successful" were combined.

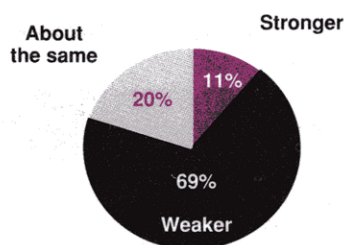
Source: Survey by Wirthlin Worldwide, August 1996.

Marriage: Overall, In Trouble

Question: From what you have seen, would you say it is easy, hard, or probably impossible to have a good marriage today?



Question: Compared to 10 years ago, do you think the institution of marriage in this country is stronger, weaker, or is about the same as it was then?



Note: National survey of 18-29 year olds.

Source: Survey by Yankelovich Clancy Shulman for *Time/CNN*, June 13-17, 1990.

Source: Survey by CBS News, May 4-6, 1995.

Question: ...[D]o you think most people who get married expect their marriage will last forever, or do you think they expect that they will divorce sooner or later?



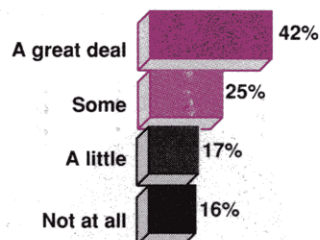
Source: Surveys by CBS News, March 17-19, 1991 and May 4-6, 1995.

Divorce: Too Much

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

	1990	1991	1993	1994	1996
Easier	23%	28%	26%	26%	27%
More Difficult	49%	48%	47%	47%	49%
Stay as is (vol.)	23%	19%	20%	22%	18%

Question: Did...[your parents'] divorce affect you a great deal, some, a little, or not at all?



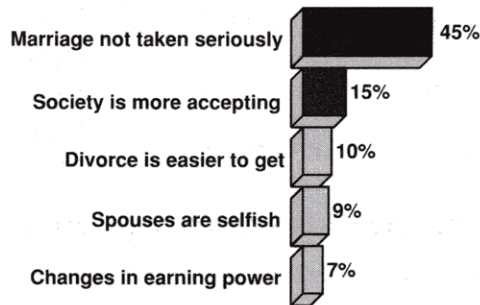
Source: Surveys by the National Opinion Research Center-General Social Survey.

Note: Asked of those 18-29 year olds whose parents were divorced while they were growing up.

Source: Surveys by Yankelovich Clancy Shulman for *Time/CNN*, June 13-17, 1990.

Why is Divorce So Common?

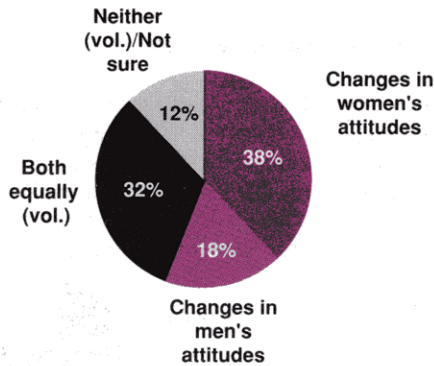
Question: Which of the following do you believe is the main reason for the increase in the number of divorces...divorce is easier to get today, changes in women's and men's earning power, spouses are selfish, society is more accepting now of divorced people, or marriage is not taken seriously by married couples?



Source: Survey by Yankelovich Partners, Inc., for Time/CNN, May 7-8, 1997.

Question: Do you think the increase in the number of divorces is due more to...changes in women's attitudes toward marriage or changes in men's attitudes toward marriage?

Question: If a marriage isn't working out, do you favor or oppose divorce as a solution?



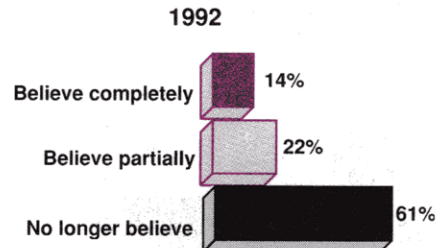
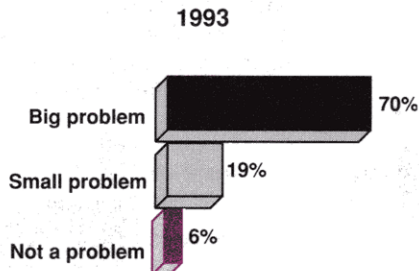
	Everyone	Men	Women
Favor	51%	54%	48%
Oppose	34%	35%	34%
Depends (vol.)	11%	6%	15%

Source: Survey by Yankelovich Partners, Inc., for Time/CNN, May 7-8, 1997.

Source: Survey by CBS News, May 4-6, 1995.

Question: Please tell me whether, in your view, each of the following is a big problem for American families today, a small problem, or not a problem at all...Parents getting divorced?

Question: ...[T]ell me for each...[statement] whether this is something you personally still believe in completely, partially, or no longer believe in...If they have young children, a couple should not get divorced even if they are unhappy?



Source: Survey by Yankelovich Partners, Inc., for Time/CNN, August 12-18, 1993.

Source: Survey by Yankelovich Partners, Inc., for Time/CNN, August 19-20, 1992.

Families: A Strong Yes to the "Traditional" Structure

Question: Do you agree or disagree with the following statement: It's always best for children to be raised in a home where a married man and woman are living together as father and mother...?

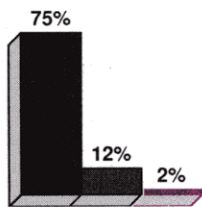
	Agree	Disagree
1992	71%	26%
1993	69%	29%
1994	71%	28%
1995	78%	21%
1996	71%	28%

Source: Survey by *Los Angeles Times*, April 13-16, 1996.

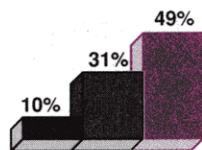
Families and Work: When the Kids are Young, "Mom at Home" is the Ideal

Questions: Do you think that women should work outside the home full-time, part-time, or not at all under these circumstances...?

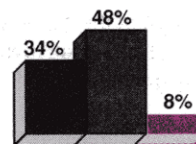
After marrying and before there are children?



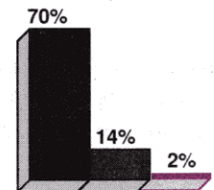
When there is a child under school age?



After the youngest child starts school?



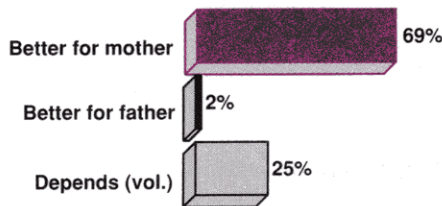
After the children leave home?



Work full-time
 Work part-time
 Stay home

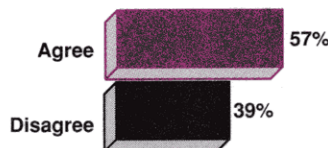
Source: Surveys by the National Opinion Research Center-General Social Survey, 1994.

Question: All things being equal, do you think it is better if the mother or the father stays home and takes care of the house and children?



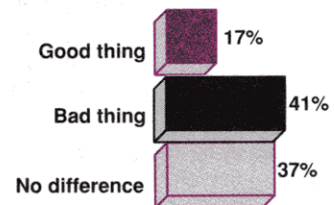
Source: Survey by the *Washington Post*, December 5-9, 1997.

Question: ...[Do you agree or disagree]...It is generally better for society if the man is the achiever outside the home and the woman takes care of the home and family.



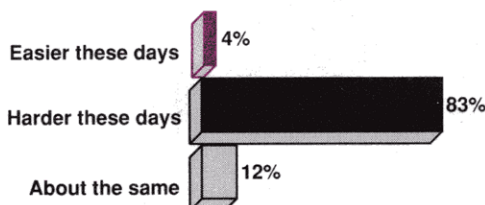
Source: Survey by the Center for Survey Research, University of Virginia for the Post-Modernity Project, January 27-April 14, 1996.

Question: Please tell me if you think each of the following trends is generally a good thing for our society, a bad thing for our society, or doesn't make much difference....More mothers of young children working outside the home?



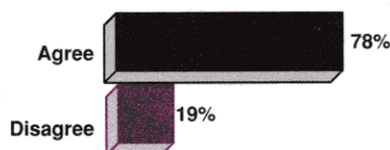
Source: Survey by Princeton Survey Research Associates for the Pew Research Center, March 14-26, 1997.

Question: ...Overall, is it easier or harder to be a kid growing up in America these days, or is it about the same?



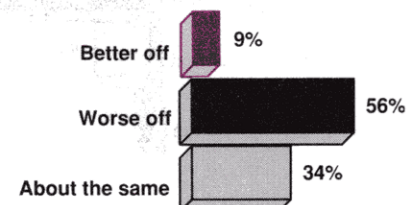
Source: Survey by the Public Agenda Foundation for Ronald McDonald House Charities/The Advertising Council, December 3-18, 1996.

Question: ...[Do you agree or disagree] ...Most parents don't discipline their children often enough?



Source: Survey by the Gallup Organization, August 15-September 14, 1995.

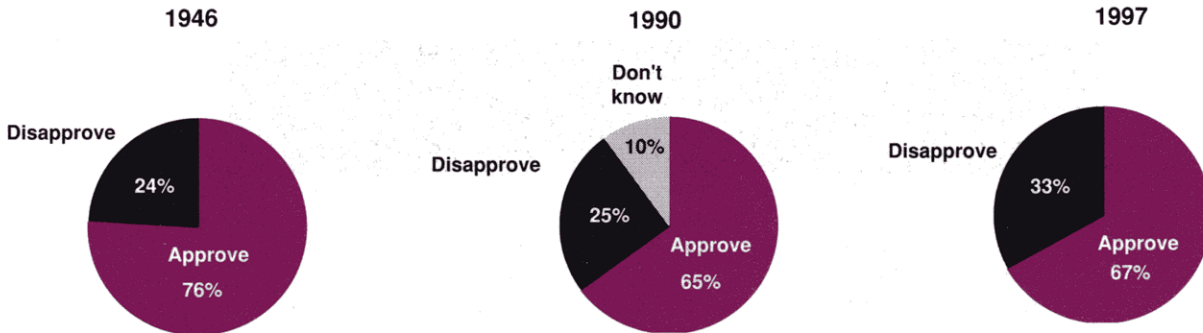
Question: Compared with 10 years ago, would you say that American children today are much better off, better off, about the same, worse off, or much worse off regarding...the supervision and discipline they receive from their parents.



Source: Survey by the National Opinion Research Center-General Social Survey, 1990.

Families: A Strong Yes to “Traditional” Discipline

Question: Do you approve or disapprove of spanking children?



Source: Surveys by the Gallup Organization, August 30-September 4, 1946, April 19-22, 1990, and by the Gallup Organization for CNN/USA Today, February 24-26, 1997.

Families: TV's a Big Presence for Many Children

Question: About how many hours a day does your child watch television?

Two hours	35%
Three or four hours	34%
One hour or none	18%
Five or six hours	11%
More than six	*

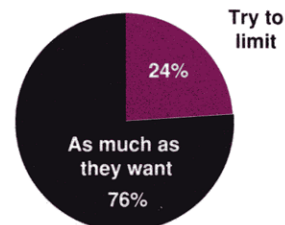
Source: Survey by the *New York Times*, February 18-19, 1997.

Question: Generally speaking, how many hours in a day do your children watch entertainment programs on television, or don't they watch television entertainment programs on a daily basis?

Two hours	28%
Three or four hours	31%
One hour or none	26%
Five or more hours	13%

Source: Survey by the *Los Angeles Times*, September 6-9, 1997.

Question: Do you allow your child/children to watch as much television as they want to, or do you try to limit the time they spend watching television?



Source: Survey by the Gallup Organization for *US News and World Report*/CNN/IBM, May 30-June 9, 1995.

How Many Kids is the Family Ideal?

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

	1962	1997
Two or fewer	17%	50%
Three	24%	29%
Four	33%	9%
Five or more	13%	2%

Source: Surveys by the Gallup Organization, February 8-13, 1962 and by the Gallup Organization for CNN/USA Today, May 6-7, 1997.

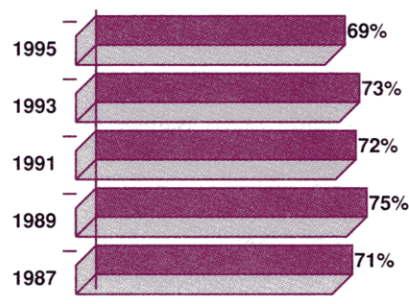
Participating Nation: This Expression of American Individualism Has Remained Strong in The 1990s

	Total Giving (in billions/ current dollars)	Per Capita (current dollars)	Total giving (in billions/ constant 1993 dollars)	Per Capita (in constant 1993 dollars)
1930	\$1.2	\$10	\$10.4	\$88
1940	\$1.4	\$11	\$14.4	\$112
1950	\$4.5	\$30	\$27.0	\$179
1960	\$10.4	\$58	\$50.7	\$280
1970	\$19.2	\$94	\$71.4	\$349
1980	\$48.6	\$213	\$85.5	\$376
1990	\$111.9	\$448	\$124.2	\$496
1996	\$150.7	\$568	\$138.9	\$524

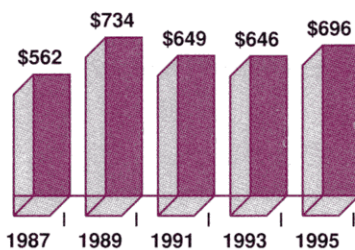
Source: 1930-1993: US Bureau of the Census, *Statistical Abstract of the United States, 1995-96*, p. 396; idem, *Historical Statistics of the United States, Colonial Times to 1970*, p. 359. 1995: National Report of the American Association of Fund Raising Counsel/Trust for Philanthropy. Constant dollar figures based on calculations from CPI data provided by the Bureau of Labor Statistics.

About Three-Quarters of Americans Give to Charities Each Year

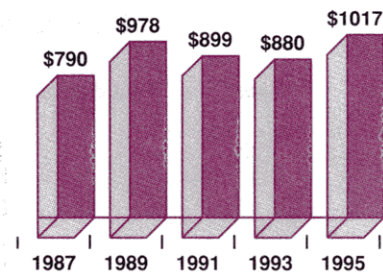
Percent of All Households Contributing By Year



Average Contribution, All Households



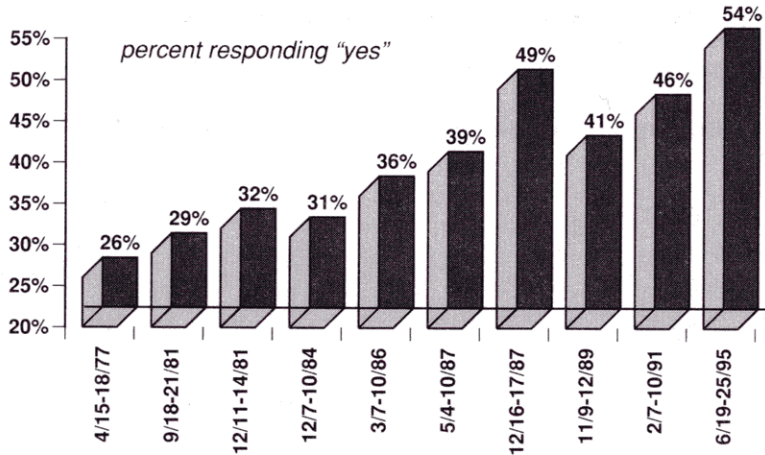
Average Contribution, Contributing Households Only



Source: The data presented here are taken from *Giving & Volunteering in the United States: Findings from a National Survey* (Washington, DC: Independent Sector, 1996).

Americans' Participation in Service Activities Has Climbed Since the 1970s

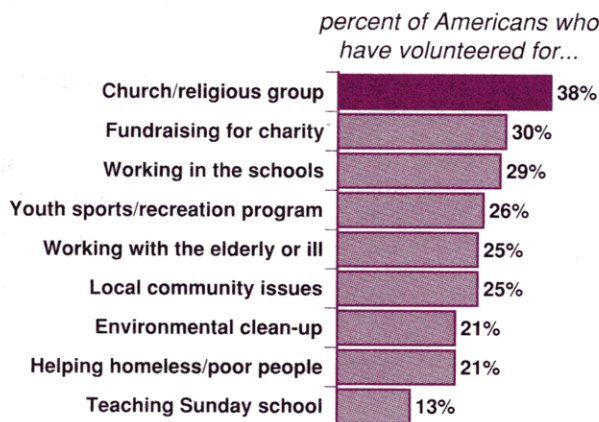
Questions: Do you, yourself, happen to be involved in any charity or social service activities, such as helping the poor, the sick, or the elderly?*



* Question varies slightly in each asking.

Source: Surveys in 1977-1989, by the Gallup Organization; surveys in 1991 and 1995, by Princeton Survey Research Associates.

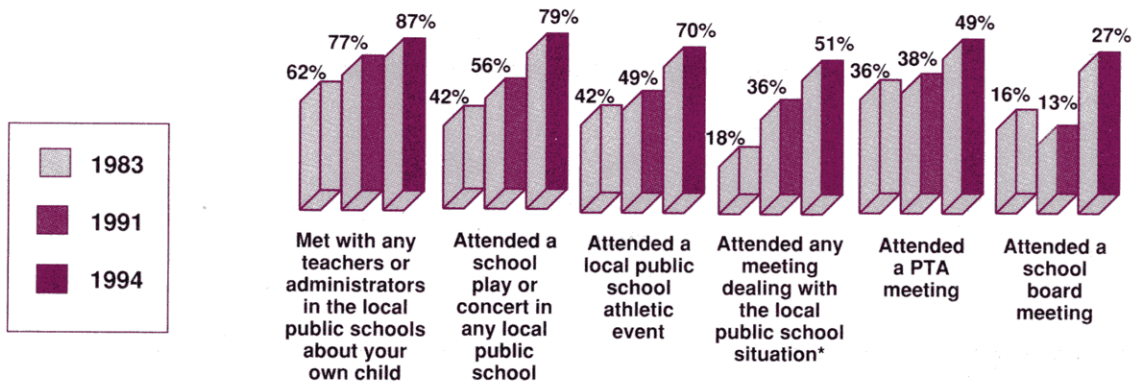
Question: ...[P]lease tell me if you personally have done...[type of volunteer work] any time in the last year or so...?



Source: Survey by ABC News/Washington Post, April 21-24, 1997.

Strong Parental Participation in School Activities

Question: Since last September, which of the following, if any, have you yourself done?



*In 1991, this category was worded: "Attended any meeting dealing with the local public schools."

Source: Survey by the Gallup Organization for Phi Delta Kappa in the years shown. Responses shown for public school parents only.

Thinking About Values

It's Not Just Money: In Many Areas, Rates of Volunteering Exceed Those of Giving

Question: There are lots of different causes people volunteer time for and donate money to. For each of the following, please tell me if within the past year, you have volunteered time, donated money, or neither volunteered time nor donated money?

Have you volunteered or contributed in order to help...

...people in need, such as the poor, hungry, or homeless?

Yes 68%
Volunteered 24
Money only 44
No 32

...youth organizations, like the Boy or Girl Scouts?

Yes 48%
Volunteered 15
Money only 33
No 52

...religious organizations?

Yes 53%
Volunteered 29
Money only 24
No 46

...handicapped people?

Yes 44%
Volunteered 23
Money only 21
No 56

...the elderly?

Yes 51%
Volunteered 40
Money only 11
No 49

...victims of crime, abuse or natural disaster?

Yes 38%
Volunteered 11
Money only 27
No 61

...people who are sick, or working to cure disease?

Yes 50%
Volunteered 23
Money only 11
No 49

...protect the environment?

Yes 35%
Volunteered 14
Money only 21
No 65

...schools, colleges, or other educational institutions ?

Yes 49%
Volunteered 27
Money only 22
No 51

Note: "People in other countries" and "deal with drug or alcohol problems" are not shown. In both cases, the percentage of respondents saying "no" was 75% or above.

Source: Survey by The Institute for Social Inquiry, University of Connecticut, for the National Commission on Philanthropy & Civic Renewal, 1997.