

# AEI STUDIES IN PUBLIC OPINION

## **THE NOSTALGIA IMPULSE:** **POLLS ON THE PAST** **(updated December 31, 2004)**

*Nostalgia is one of the legitimate, and certainly one of the most enduring of human emotions; but the politics of nostalgia is at best distracting, at worst, pernicious.*

**Irving Kristol "From the Land of the Free to the Big PX"**  
*New York Times Magazine, December 20, 1964*

*According to Harvard professor Svetlana Boym, whose book *The Future of Nostalgia* is a philosophical and literary exploration of the idea, the term "nostalgia" comes to us from medicine. Swiss doctor Johannes Hofer first used it in 1688 to describe the "sad mood originating from the desire for return to one's native land." For Hofer, she tells us, nostalgia was a demonstration of patriotism for those "who loved the charm of their native land to the point of sickness." Periodic epidemics of the "disease" of nostalgia, notably among soldiers and others displaced by wars and other upheavals of the 17<sup>th</sup> century, were curable -- with leeches, warm hypnotic emulsions, opium, and trips home. Boym reports that "American doctors proudly declared that the young nation remained healthy and didn't succumb to the nostalgic vice until the Civil War." The American Civil War doctor Theodore Calhoun, "conceived of nostalgia as a shameful disease that revealed a lack of manliness and unprogressive attitudes." His cure: ridicule, appeals to manhood, forced marches, and more battles. The medical diagnosis, Boym reports, did not survive in most places in the 20<sup>th</sup> century.*

*Although not as a medical condition, nostalgia is a prominent feature of many political discussions today, used by people in both parties to appeal to memories of real or imagined better times. Surveys provide abundant support for the emotion. Many questions in this document show that the belief that things were better or that our circumstances were happier in the past is strong. In May 1939, Gallup reported that 62 percent of those surveyed felt that Americans were happier and more contented during the horse-and-buggy days. In 1937, Roper/Fortune found that 45 percent thought "sexual moral standards" were worse than they were a generation ago; only 17 percent thought they were better. Also in 1937, in another Roper/Fortune poll, 50 percent reported that religion was losing its influence. In 1949, when Gallup began a question with the words: "You hear some talk these days about young people going to the dogs," a plurality responded that young people had more common sense than they had in the 1920s. When Gallup took out the colorful preface and repeated the rest of the question in 2000, a solid majority said young people had less common sense than they had a generation before. Although we have not been able to find earlier questions about patriotism, when the New York Times asked in 1983 whether people were as patriotic as they were when they went to school, more than 60 percent said they were not.*

*Americans are persistently anxious about their institutions and their ideals because they care deeply about them. A decline in religious observance, a deteriorating work ethic, a loss of love of country, looser moral standards and less commitment to family are things to be concerned about because they undergird the foundations of our nation.*

*But too much emphasis on the past clashes with Americans' forward-looking and optimistic spirit. In 1996 when Bob Dole accepted his party's nomination for president, he said the following:*

*Age has its advantages. Let me be the bridge to an America that only the unknowing call myth. Let me be the bridge to a time of tranquility, faith and confidence in action. And to those who say it was never so, that America has not been better, I say, you're wrong, and I know because I was there. And I have seen it. And I remember.*

*The words were stirring, but perhaps because the candidate's message wasn't forward looking enough, Dole couldn't pull even with Bill Clinton after the convention.*

*Irving Kristol makes an important point about the political uses of nostalgia in the article from which the quote above is taken. He was writing about the Goldwater campaign which tried to mobilize ancestral pieties against the America of the 1960s. "Some things may be worse than in grandfather's day. But some things surely are better. And many things are neither better nor worse, but merely different," he said. In the end, Kristol did not see a crisis of American democracy, although he acknowledged "a widespread unease with the drift of things." It was ever thus.*

## **The Good Old Days?**

- Do you think Americans were happier and more contented at that time during the horse-and-buggy days than they are now?

|           |        | Happier During<br>Horse & Buggy<br>Days | Not As<br>Happy |
|-----------|--------|---|-----------------|
| Mar. 1939 | Gallup | 62                                      | 26              |

- We hear people talk about the "good old days." Do you think the "good old days" were better than the present or not?

|           |          | Good Old Days<br>Were Better | Were<br>Not Better |
|-----------|----------|------------------------------|--------------------|
| Sep. 1974 | RoperASW | 38                           | 54                 |
| Sep. 1994 | RoperASW | 56                           | 32                 |
| Dec. 1997 | RoperASW | 55                           | 35                 |
| Dec. 2000 | RoperASW | 61                           | 29                 |

- Advancing technology has resulted in a number of changes in our life – some good, some not so good. On the one hand we have such things as color television, personal computers, microwave ovens and whole new industries. On the other hand we have such things as people thrown out of work as machines take over their jobs, electronic eavesdropping devices, nuclear weapons and more pollution in the air. All things considered, do you think life is better today than fifty years ago because of advanced technology, or worse today, or just different – no better or no worse?

|           |          | -----Because of Technology-----     |                     |                                    |
|-----------|----------|-------------------------------------|---------------------|------------------------------------|
|           |          | Life Is Better Than Fifty Years Ago | No Better, No Worse | Life is Worse Than Fifty Years Ago |
| Dec. 1978 | RoperASW | 59                                  | 22                  | 19                                 |
| Dec. 1983 | RoperASW | 55                                  | 27                  | 15                                 |
| Dec. 1988 | RoperASW | 56                                  | 26                  | 16                                 |
| Jan. 1995 | RoperASW | 48                                  | 27                  | 23                                 |
| Jan. 1997 | RoperASW | 41                                  | 35                  | 21                                 |
| Feb. 2000 | RoperASW | 58                                  | 25                  | 15                                 |

- Here is a card listing some different time periods. Which one of them comes closest to the time you think of as the “good old days?”

|      |          | -----“Good Old Days”----- |      |      |      |      |      |      |      |      |
|------|----------|---------------------------|------|------|------|------|------|------|------|------|
|      |          | Earlier                   | 20’s | 30’s | 40’s | 50’s | 60’s | 70’s | 80’s | 90’s |
| 1974 | RoperASW | 10                        | 7    | 7    | 14   | 30   | 23   | NA   | NA   | NA   |
| 1994 | RoperASW | 3                         | 2    | 3    | 8    | 24   | 19   | 16   | 11   | NA   |
| 1997 | RoperASW | 3                         | 2    | 4    | 8    | 24   | 18   | 15   | 13   | NA   |
| 2000 | RoperASW | 3                         | 2    | 2    | 6    | 23   | 16   | 16   | 10   | 9    |

Note: NA = Not Asked

- People have different ideas about which decade it was best to have been brought up in. In which of these decades do you think it was best to be brought up in?

Apr. 1986 Time/Yankelovich

|             |  | -----Best Decade To Be Brought Up In----- |           |
|-------------|--|---|-----------|
|             |  | All Ages                                  | Age 30-40 |
| 1930s/1940s |  | 21  | 9         |
| 1950s       |  | 32  | 40        |
| 1960s       |  | 17  | 27        |
| 1970s       |  | 14  | 11        |
| 1980s       |  | 16  | 13        |

- Thinking of the time from the 1920s to the 1990s – is there a decade in which you think American values and morals were particularly good? If yes, which decade?

|           |                          | -----Values & Morals Particularly Good----- |      |      |      |      |      |      |      |
|-----------|--------------------------|---|------|------|------|------|------|------|------|
|           |                          | 20’s  | 30’s | 40’s | 50’s | 60’s | 70’s | 80’s | 90’s |
| Aug. 1998 | Kaiser/Wash Post/Harvard | 4   | 5    | 13   | 28   | 9    | 7    | 6    | 3    |

- Do you think the moral climate in the country was better in the 1980s or in the 1990s, or was there little difference between the two decades?

|               |                          | -----Better Moral Climate----- |       |                   |
|---------------|--------------------------|--------------------------------|-------|-------------------|
|               |                          | 1980s                          | 1990s | Little Difference |
| May-Jun. 2000 | Kaiser/Wash Post/Harvard | 45                             | 16    | 35                |

- How strong would you say the U.S. decline or improvement is in...?

| Jan.-Apr. 1996                                   | Gallup/UVA     |                  |                |                  |                |
|--|----------------|------------------|----------------|------------------|----------------|
|  | Strong Decline | Moderate Decline | Holding Steady | Moderate Improv. | Strong Improv. |
| The area of crime and public safety              | 39             | 35               | 17             | 7                | 2              |
| The quality of television and entertainment      | 38             | 33               | 19             | 8                | 3              |
| Its moral and ethical standards                  | 31             | 39               | 24             | 5                | 1              |
| The area of our criminal justice system          | 30             | 37               | 26             | 6                | 2              |
| The area of family life                          | 25             | 39               | 26             | 7                | 2              |
| Our education and schools                        | 22             | 39               | 26             | 12               | 2              |
| The quality of our national leaders              | 21             | 36               | 34             | 7                | 1              |
| The care of our health care system               | 21             | 35               | 32             | 10               | 2              |
| The American work ethic                          | 18             | 38               | 34             | 8                | 2              |
| Our standard of living                           | 14             | 40               | 33             | 12               | 2              |
| The honest and integrity of the average American | 14             | 36               | 42             | 7                | 1              |
| The area of religious and spiritual life         | 14             | 29               | 43             | 12               | 2              |
| The area of racial and ethnic relations          | 13             | 32               | 39             | 14               | 2              |
| The area of business and the economy             | 12             | 36               | 37             | 14               | 2              |
| Its global influence                             | 8              | 26               | 49             | 15               | 3              |
| The area of churches and religious institutions  | 7              | 22               | 54             | 14               | 3              |
| Its military power                               | 7              | 20               | 51             | 17               | 6              |

- I'm going to read you a list of values that some people may feel are important. For each one, please tell me whether you think that in the past ten years we have gotten much stronger as a nation, somewhat stronger as a nation, somewhat weaker as a nation, or much weaker as a nation in terms of its value.

| Mar. 1999                             | Hart Research/Shell  |                   |                 |             |
|---------------------------------------|--|-------------------|-----------------|-------------|
|                                       | In Past Few Years,<br>-----Are We Stronger As A Nation?----- |                   |                 |             |
|                                       | Much Stronger  | Somewhat Stronger | Somewhat Weaker | Much Weaker |
| Respect for authority                 | 2  | 8                 | 40              | 46          |
| Commitment to marriage                | 2  | 8                 | 33              | 50          |
| Respect for the law                   | 3  | 12                | 39              | 38          |
| Respect for other people              | 3  | 15                | 37              | 37          |
| Personal responsibility               | 5  | 18                | 35              | 34          |
| Good citizenship                      | 5  | 23                | 40              | 19          |
| The work ethic                        | 7  | 26                | 36              | 22          |
| Belief in God and religion            | 9  | 22                | 33              | 22          |
| Concern for the less fortunate        | 10   | 35                | 25              | 19          |
| Tolerance of people who are different | 13   | 46                | 19              | 13          |

- Still thinking of the 1960s and early 1970s, do you think the changes that occurred in...were mostly good or mostly bad for the country?

| Apr. 1986                                 | Time/Yankelovich   |     |  |     |
|---|--|-----|--|-----|
|   | (All Ages)<br>Changes in 60s And<br>-----Early 70s Were----- |     | (Ages 30-40)<br>Changes in 60s And<br>-----Early 70s Were----- |     |
|   | Good   | Bad | Good   | Bad |
| Changes in the role of women              | 75   | 16  | 82   | 13  |
| Changes in attitude toward government     | 47   | 39  | 50   | 39  |
| Changes in attitude toward sexual conduct | 36   | 53  | 41   | 51  |
| Changes in the use of drugs               | 7  | 89  | 8  | 88  |

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

|           |                    | Compared to 10 Years Ago<br>-----Quality of Products----- |                 |       |
|-----------|--------------------|---|-----------------|-------|
|           |                    | Improved  | Stayed the Same | Worse |
| Aug. 1973 | Harris Interactive | 19  | 24              | 53    |

- I'd like 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?

|           |                    | Quality of Products<br>-----In Last 10 Years----- |       |
|-----------|--------------------|---|-------|
|           |                    | Improved  | Worse |
| Oct. 1982 | Harris Interactive | 31  | 59    |

- 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?

|           |     | -----Average Factory Worker----- |             |                |
|-----------|-----|----------------------------------|-------------|----------------|
|           |     | Did Better Job Before War        | Same (Vol.) | Better Job Now |
| Oct. 1946 | ORC | 52                               | 18          | 14             |

- Times today are, of course, different than when your parents were your age. But, taking into account those differences, would you say that compared to your parents, you work harder, about the same amount, or less?

|                |                            | Compared to Parents<br>-----At Your Age----- |      |           |
|----------------|----------------------------|--|------|-----------|
|                |                            | Work Harder                                  | Same | Work Less |
| Sep. 1978      | RoperASW                   | 16   | 37   | 45        |
| Oct.-Nov. 1991 | RoperASW/Good Housekeeping | 30   | 43   | 24        |

- When it comes to the work ethic of American workers would you say things have been getting better, getting worse, or have stayed about the same over the past few years?

|           |                   | American Work Ethic<br>-----Over Past 10 Years----- |      |               |
|-----------|-------------------|---|------|---------------|
|           |                   | Getting Better                                      | Same | Getting Worse |
| Sep. 1991 | Hart Research/COC | 10  | 32   | 51            |

- Do you think Americans today are as willing to work hard at their jobs to get ahead as they were in the past, or are not as willing to work hard to get ahead?

|           |               | -----Compared to the Past----- |                             |
|-----------|---------------|--------------------------------|-----------------------------|
|           |               | As Willing To Work Hard        | Not As Willing To Work Hard |
| Jun. 1999 | PSRA/Newsweek | 28                             | 67                          |

- Compared to when your parents were your age, do you think that you have more freedom of choice in how to live your life, about the same freedom of choice in how you live your life, or less freedom of choice in how to live your life?

|           |              | Compared to Parents<br>-----At Your Age----- |                   |                                       |
|-----------|--------------|--|-------------------|---------------------------------------|
|           |              | More Choice<br>In How To<br>Live Life        | About The<br>Same | Less Choice<br>In How To<br>Live Life |
| Mar. 1998 | NBC News/WSJ | 66   | 16                | 17                                    |

- Times today are, of course, different than when your parents were your age. But, taking into account those differences, would you say that compared to your parents, you have more time to enjoy the good things in life, about the same amount, or less?

|                |                            | Compared to Parents<br>-----At Your Age----- |      |                            |
|----------------|----------------------------|--|------|----------------------------|
|                |                            | More Time<br>To Enjoy Life                   | Same | Less Time<br>To Enjoy Life |
| Oct.-Nov. 1991 | RoperASW/Good Housekeeping | 44   | 33   | 22                         |

- Times today are, of course, different than when your parents were your age. But, taking into account those differences, would you say that compared to your parents, you face more day-to-day stress, about the same amount, or less?

|                |                            | Compared to Parents<br>-----At Your Age----- |      |                |
|----------------|----------------------------|--|------|----------------|
|                |                            | More<br>Stress                               | Same | Less<br>Stress |
| Oct.-Nov. 1991 | RoperASW/Good Housekeeping | 63   | 25   | 9              |

- Times today are, of course, different than when your parents were your age. But taking into account those differences, would you say that compared to your parents, you have more fun, about the same amount, or less? (Women only)

|           |                            | Compared to Parents<br>-----At Your Age----- |      |                  |
|-----------|----------------------------|--|------|------------------|
|           |                            | Have<br>More Fun                             | Same | Have<br>Less Fun |
| Nov. 1991 | RoperASW/Good Housekeeping | 49   | 36   | 13               |

- On the whole, would you say you are more interested in the arts and culture than your parents, less interested, or about equally interested?

|           |  | Compared to Parents<br>-----Arts & Culture----- |      |                    |
|-----------|--|---|------|--------------------|
|           |  | More<br>Interested                              | Same | Less<br>Interested |
| Jan. 1973 | Harris Interactive/<br>ACA/Philip Morris | 45  | 44   | 6                  |

- In general, how would you compare your generation's knowledge of each of the following subjects to that of your parents' generation? Would you say that people your age know more or less about...

Apr.-May 1988      Gallup/National Geographic

| Your Generation's Knowledge<br>-----Compared to Parents----- |                |              |
|--|----------------|--------------|
| Know<br>More   | Same<br>(Vol.) | Know<br>Less |

|                   |    |    |    |
|-------------------|----|----|----|
| Science           | 78 | 8  | 11 |
| Math              | 76 | 10 | 12 |
| Geography         | 57 | 15 | 25 |
| Foreign Languages | 62 | 11 | 23 |
| History           | 57 | 13 | 28 |

- Do you agree or disagree with the following statement...It has become more difficult to find true love in society?

|           |     |                                |          |
|-----------|-----|--------------------------------|----------|
|           |     | -----Harder to Find Love?----- |          |
|           |     | Agree                          | Disagree |
| Mar. 2000 | NYT | 61                             | 32       |

- Let me show you a list of changes some people say have occurred that are different from the practice of their parents' generation. For each, please tell me if you think this has been a change for the better, or a change for the worse...?

|           |                             |                                    |                      |
|-----------|-----------------------------|------------------------------------|----------------------|
|           |                             | -----From Parents' Generation----- |                      |
|           |                             | Changes For<br>Better              | Changes For<br>Worse |
| Sep. 1987 | Hart Research/Rolling Stone |                                    |                      |
|           |                             | 11                                 | 77                   |
|           |                             | 13                                 | 72                   |
|           |                             | 24                                 | 67                   |
|           |                             | 31                                 | 59                   |
|           |                             | 33                                 | 55                   |
|           |                             | 34                                 | 53                   |
|           |                             | 37                                 | 49                   |
|           |                             | 52                                 | 37                   |
|           |                             | 63                                 | 24                   |
|           |                             | 83                                 | 11                   |

NOTE: Asked of those who were ages 18-44 at the time of the survey.

- And compared to the past, have things gotten better, worse, or stayed the same?

|           |                                     |                            |      |                 |
|-----------|-------------------------------------|----------------------------|------|-----------------|
|           |                                     | -----Compared to Past----- |      |                 |
|           |                                     | Gotten<br>Better           | Same | Gotten<br>Worse |
| Jan. 2002 | Public Agenda/Pew Charitable Trusts |                            |      |                 |
|           |                                     | 8                          | 27   | 64              |
|           |                                     | 18                         | 36   | 43              |
|           |                                     | 27                         | 31   | 40              |
|           |                                     | 19                         | 47   | 32              |
|           |                                     | 50                         | 24   | 15              |
|           |                                     | 41                         | 37   | 13              |
|           |                                     | 51                         | 35   | 12              |
|           |                                     | 59                         | 29   | 9               |

- Thinking back to when you were 21, would you say...is better than expected, worse than you expected, or about the same as you expected?

Apr. 1986 Time/Yankelovich

|                         | Thinking Back To When<br>-----You Were 21----- |                        |      |
|-------------------------|--|------------------------|------|
|                         | Better<br>Than Expected                        | Worse<br>Than Expected | Same |
| Your family life        | 67   | 8                      | 25   |
| Your standard of living | 56   | 16                     | 28   |
| Your income             | 53   | 21                     | 26   |
| The job you are in      | 53   | 19                     | 28   |
| Your housing situation  | 52   | 17                     | 31   |

NOTE: Asked of those who were ages 30-40 at the time of the survey.

- Now, please indicate how strongly you agree or disagree with each of the following statements... Americans today are less thrifty than they were 50 years ago.

Jun. 2004 Harris Agree 79 Disagree 6

NOTE: Survey taken for *In Character* magazine.

## Morals, Values, and Honesty

- Considering how things are today, would you say that the U.S. is generally headed in the right direction, or is it off on the wrong track?
- Considering just the moral climate of the U.S. today would you say that the U.S. is generally headed in the right direction, or is it off on the wrong track?

Jun. 2003 Fox News/Opinion Dynamics

|                    | (All Areas)        |                |               | (Moral Climate)    |                |               |
|--------------------|--------------------|----------------|---------------|--------------------|----------------|---------------|
|                    | Right<br>Direction | Wrong<br>Track | Don't<br>Know | Right<br>Direction | Wrong<br>Track | Don't<br>Know |
| Jan. 26-27, 2000   | 58                 | 27             | 15            | 28                 | 63             | 9             |
| Mar. 8-9, 2000     | 51                 | 34             | 15            | N/A                | N/A            | N/A           |
| Apr. 5-6, 2000     | 51                 | 35             | 14            | 34                 | 55             | 11            |
| May 24-25, 2000    | 53                 | 35             | 12            | N/A                | N/A            | N/A           |
| Jul. 12-13, 2000   | 55                 | 33             | 12            | 31                 | 62             | 7             |
| Jul. 26-27, 2000   | 54                 | 34             | 12            | N/A                | N/A            | N/A           |
| Aug. 9-10, 2000    | 53                 | 33             | 14            | N/A                | N/A            | N/A           |
| Aug. 23-24, 2000   | 60                 | 28             | 12            | 29                 | 61             | 10            |
| Sept. 20-21, 2000* | 60                 | 30             | 10            | 30                 | 61             | 9             |
| Oct. 18-19, 2000*  | 58                 | 32             | 10            | 28                 | 64             | 8             |
| Nov. 1-2, 2000*    | 60                 | 29             | 20            | 35                 | 54             | 11            |
| Nov. 29-30, 2000   | 51                 | 34             | 15            | 31                 | 55             | 14            |
| Jan. 10-11, 2001   | 53                 | 28             | 19            | 31                 | 55             | 14            |
| Feb. 21-22, 2001   | 51                 | 29             | 20            | 31                 | 55             | 14            |
| Apr. 18-19, 2001   | 52                 | 29             | 19            | 32                 | 55             | 13            |
| Jul. 11-12, 2001   | 51                 | 34             | 15            | 33                 | 56             | 11            |
| Sept. 19-20, 2001  | 71                 | 12             | 17            | 64                 | 23             | 13            |
| Dec. 12-13, 2001   | 75                 | 12             | 13            | 59                 | 29             | 12            |

|                     |    |    |    |     |     |     |
|---------------------|----|----|----|-----|-----|-----|
| Apr. 30-May 1, 2002 | 58 | 26 | 16 | 43  | 44  | 13  |
| Jul. 9-10, 2002     | 53 | 26 | 21 | N/A | N/A | N/A |
| Oct. 22-23, 2002*   | 46 | 37 | 17 | 32  | 53  | 15  |
| Jun. 3-4, 2003      | 54 | 33 | 13 | 38  | 50  | 12  |

NOTE: \*Asked of Likely voters

- Do you think that sexual moral standards in this country are better or worse than they were a generation ago?

|      |               | -----Sexual Moral Standards----- |             |       |
|------|---------------|----------------------------------|-------------|-------|
|      |               | Better                           | Same (Vol.) | Worse |
| 1937 | Roper/Fortune | 17                               | 28          | 45    |

- Do you think people in general today lead as good lives – honest and moral – as they used to?

|           |                          | -----People Today-----                       |  |
|-----------|--------------------------|--|--|
|           |                          | As Honest<br>And Moral<br>As They<br>Used To | Not As Honest<br>And Moral<br>As They<br>Used To |
| Jun. 1952 | Ben Gaffin & Associates  | 47   | 46   |
| Nov. 1965 | Gallup                   | 39   | 52   |
| Jan. 1976 | Gallup                   | 30   | 66   |
| Nov. 1998 | Kaiser/Wash Post/Harvard | 26   | 71   |
| Mar. 2002 | PSRA/Pew Research Center | 21   | 73   |

- It's been said that there is a general letdown in honesty among the American people as a whole. Do you think this is true or not?

|           |                     | ----Letdown in Honesty---- |          |
|-----------|---------------------|----------------------------|----------|
|           |                     | True                       | Not True |
| Apr. 1952 | ORC                 | 47                         | 47       |
| Mar. 1999 | Hart Research/Shell | 75                         | 23       |

- 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?

|           |         | Good And<br>Getting Better | Good But<br>Getting Worse | Bad But<br>Getting Better | Bad And<br>Getting Worse |
|-----------|---------|----------------------------|---------------------------|---------------------------|--------------------------|
| Oct. 1964 | NORC    | 16                         | 21                        | 14                        | 41                       |
| Dec. 1996 | NBC/WSJ | 7                          | 12                        | 16                        | 61                       |
| Dec. 2004 | NBC/WSJ | 12                         | 20                        | 20                        | 43                       |

- On the whole, would you say that you are satisfied or dissatisfied with the honesty and standards of behavior of people in this country today?

|      |                          | -----Honesty & Behavior----- |              |
|------|--------------------------|------------------------------|--------------|
|      |                          | Satisfied                    | Dissatisfied |
| 1963 | Gallup                   | 34                           | 59           |
| 1965 | Gallup                   | 27                           | 66           |
| 1966 | Gallup                   | 26                           | 66           |
| 1973 | Gallup                   | 22                           | 72           |
| 1986 | Gallup                   | 33                           | 63           |
| 1987 | RoperASW/US News         | 23                           | 71           |
| 1991 | Gallup                   | 24                           | 73           |
| 1992 | Gallup/CNN/USA Today     | 20                           | 78           |
| 1998 | Kaiser/Wash Post/Harvard | 32                           | 63           |
| 1999 | Hart Research/Shell      | 21                           | 74           |

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

|           |                    | -----Morality----- |             |       |
|-----------|--------------------|--------------------|-------------|-------|
|           |                    | Higher             | Not Changed | Lower |
| Mar. 1971 | Harris Interactive | 10                 | 21          | 65    |

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

|           |          | -----Morals----- |       |
|-----------|----------|------------------|-------|
|           |          | Better           | Worse |
| Jul. 1986 | LA Times | 17               | 69    |

- Generally speaking, do you think moral values have become stronger in the United States in the last 25 years, do you think they have become weaker, or do you think they have stayed about the same?

|           |                      | Moral Values<br>-----In Last 25 Years----- |      |        |
|-----------|----------------------|--|------|--------|
|           |                      | Stronger                                   | Same | Weaker |
| Jul. 1986 | LA Times             | 17   | 9    | 69     |
| May 1996  | Gallup/CNN/USA Today | 7  | 16   | 76     |

- Compared to when you were growing up, would you say adults today are more moral in their behavior, less moral in their behavior, or about the same?

|           |                  | Compared to When<br>-----You Were Growing Up ----- |      |   |
|-----------|------------------|--|------|---|
|           |                  | Adults Are<br>More Moral<br>In Behavior            | Same | Adults Are<br>Less Moral<br>In Behavior |
| Jan. 1987 | Time/Yankelovich | 10   | 33   | 56                                      |

- In the past 20 years or so, do you think there has been a severe breakdown in moral standards in America, or don't you think so?

|           |              | -----In Past 20 Years----- |                              |
|-----------|--------------|----------------------------|------------------------------|
|           |              | Breakdown<br>In Standards  | No Breakdown<br>In Standards |
| Feb. 1988 | CBS News/NYT | 72                         | 22                           |

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

|           |          | Moral<br>Improvement | Moral<br>Decline |
|-----------|----------|----------------------|------------------|
| Mar. 1989 | LA Times | 23                   | 64               |

- Compared to twenty years ago, would you say that the standards and values of each of the following groups are higher, lower, or about the same as they were twenty years ago? If lower, is that a little lower or a lot lower?

|   |              |  | Compared to 20 Years Ago       |                |                |             |
|---|--------------|--|--------------------------------|----------------|----------------|-------------|
|   |              |  | -----Standards and Values----- |                |                |             |
|   |              |  | Higher                         | About the Same | A Little Lower | A Lot Lower |
| <b>Teachers and educators</b>               |              |  |                                |                |                |             |
| Feb. 1998                                   | NBC News/WSJ |  | 23                             | 26             | 24             | 23          |
| Apr. 2002                                   | NBC News/WSJ |  | 27                             | 25             | 22             | 21          |
| <b>Business leader and executives</b>       |              |  |                                |                |                |             |
| Feb. 1998                                   | NBC News/WSJ |  | 19                             | 34             | 20             | 22          |
| Apr. 2002                                   | NBC News/WSJ |  | 16                             | 22             | 24             | 33          |
| <b>Moviemakers and television producers</b> |              |  |                                |                |                |             |
| Feb. 1998                                   | NBC News/WSJ |  | 18                             | 15             | 14             | 50          |
| Apr. 2002                                   | NBC News/WSJ |  | 14                             | 15             | 15             | 53          |
| <b>Churches and religious leaders</b>       |              |  |                                |                |                |             |
| Feb. 1998                                   | NBC News/WSJ |  | 16                             | 44             | 20             | 16          |
| Apr. 2002                                   | NBC News/WSJ |  | 13                             | 33             | 24             | 26          |
| <b>Government leaders and politicians</b>   |              |  |                                |                |                |             |
| Feb. 1998                                   | NBC News/WSJ |  | 12                             | 31             | 19             | 35          |
| Apr. 2002                                   | NBC News/WSJ |  | 13                             | 29             | 24             | 30          |

- Do you think that society's standards for acceptable and unacceptable behavior are getting better, getting worse, or are they staying about the same?

|           |                     | -----Standards for Behavior----- |      |       |
|-----------|---------------------|----------------------------------|------|-------|
|           |                     | Better                           | Same | Worse |
| Mar. 1999 | Hart Research/Shell | 6                                | 26   | 66    |

- Do you completely agree, mostly agree, mostly disagree, or completely disagree that compared to fifty years ago, most Americans are lacking in character?

|                |            | Americans Lacking In Character     |              |                 |                     |
|----------------|------------|------------------------------------|--------------|-----------------|---------------------|
|                |            | -----Compared to 50 Years Ago----- |              |                 |                     |
|                |            | Completely Agree                   | Mostly Agree | Mostly Disagree | Completely Disagree |
| Aug.-Sep. 2000 | Gallup/UVA | 26                                 | 38           | 26              | 11                  |

- Right now, do you think the state of moral values in the country as a whole is getting better or getting worse?

|           |                      | Values Are Getting Better | Values Are Getting Worse |
|-----------|----------------------|---------------------------|--------------------------|
| May 2002  | Gallup/CNN/USA Today | 24                        | 67                       |
| May 2003  | Gallup/CNN/USA Today | 24                        | 67                       |
| May 2004  | Gallup/CNN/USA Today | 16                        | 77                       |
| Nov. 2004 | Gallup/CNN/USA Today | 27                        | 64                       |

- How would you rate the overall state of moral values in this country today – as excellent, good, only fair or poor?

|           |                      | Excellent | Good | Only Fair | Poor |
|-----------|----------------------|-----------|------|-----------|------|
| May 2002  | Gallup/CNN/USA Today | 1         | 17   | 41        | 40   |
| May 2003  | Gallup/CNN/USA Today | 2         | 20   | 42        | 35   |
| May 2004  | Gallup/CNN/USA Today | 1         | 18   | 40        | 40   |
| Nov. 2004 | Gallup/CNN/USA Today | 4         | 22   | 41        | 32   |

- Do you agree or disagree with the following statement...the country is in serious moral decline?

|           |                           | Agree | Disagree |
|-----------|---------------------------|-------|----------|
| Feb. 2004 | Fox News/Opinion Dynamics | 71    | 25       |

- How concerned are you about each of the following...?

|           |                                    | Very Concerned |
|-----------|------------------------------------|----------------|
| June 2004 | Fox News/Opinion Dynamics          |                |
|           | <b>Decline of moral values</b>     | <b>59</b>      |
|           | Gas prices                         | 54             |
|           | The nation's economy               | 53             |
|           | Terrorist attacks                  | 53             |
|           | Partisan divide within the country | 34             |
|           | Losing your job                    | 22             |

- Do you think people in general today are more honest and moral than they were in the 1950s, or less honest and moral than then, or about the same as they were in the 1950s?

|           |                  | -----Compared to 1950s----- |                   |                          |
|-----------|------------------|-----------------------------|-------------------|--------------------------|
|           |                  | More Honest<br>And Moral    | About the<br>Same | Less Honest<br>And Moral |
| Sep. 1985 | RoperASW/US News | 11                          | 28                | 55                       |

- Do you think that the senior corporate executives are more or less honest and trustworthy today than they were ten years ago?

|           |                    | Compared to 10 Years Ago<br>-----Corporate Executives----- |                  |                |
|-----------|--------------------|--|------------------|----------------|
|           |                    | More<br>Honest   | No<br>Difference | Less<br>Honest |
| Jul. 2002 | Harris Interactive | 14   | 14               | 68             |

## What's the Matter with Kids These Days?

- In general, would you say that young people today are more level-headed and have more common sense than young people did, say, 25 years ago, or not as much?

|            |        | Young People<br>-----Compared to 25 Years Ago----- |      |                      |
|------------|--------|--|------|----------------------|
|            |        | More<br>Sense                                      | Same | Not As<br>Much Sense |
| Oct. 1949* | Gallup | 42   | 24   | 28                   |
| Oct. 2000  | Gallup | 19   | 12   | 66                   |

NOTE: Question wording began, "You hear some talk these days about young people in America going to the dogs..."

- Do you think that young people today have as strong a sense of right and wrong as they did, say, fifty years ago?

|           |                          | Young People<br>Sense of Right & Wrong<br>----Compared to 50 Years Ago---- |               |
|-----------|--------------------------|--|---------------|
|           |                          | As Strong  | Not As Strong |
| Jun. 1952 | Ben Gaffin & Associates  | 57   | 34            |
| Nov. 1965 | Gallup/Catholic Digest   | 41   | 46            |
| Aug. 1998 | Kaiser/Wash Post/Harvard | 20   | 78            |
| Mar. 1999 | Hart Research/Shell      | 15   | 82            |
| Mar. 2002 | PSRA/Pew Research Center | 19   | 76            |

- Do you think discipline in most schools today is too strict or not strict enough?

|           |        | -----Discipline----- |                |                      |
|-----------|--------|----------------------|----------------|----------------------|
|           |        | Too<br>Strict        | About<br>Right | Not Strict<br>Enough |
| Oct. 1954 | Gallup | 2                    | 25             | 65                   |

- In bringing up your children, do you think you are more permissive with your children than your parents were with you, less permissive, or about the same?

|           |                  | -----Compared to Your Parents----- |      |                    |
|-----------|------------------|------------------------------------|------|--------------------|
|           |                  | More<br>Permissive                 | Same | Less<br>Permissive |
| Apr. 1986 | Time/Yankelovich | 42                                 | 43   | 14                 |

NOTE: Asked of those who were ages 30-40 at the time of the survey.

- Compared to what it was in your parents' day, do you feel that family ties are closer, less close, or not changed much?

|           |                    | -----Compared to Parents' Day----- |                |                               |
|-----------|--------------------|------------------------------------|----------------|-------------------------------|
|           |                    | Family Ties Are<br>Closer          | Not<br>Changed | Family Ties Are<br>Less Close |
| Apr. 1971 | Harris Interactive | 7                                  | 23             | 67                            |

- Compared to what it was like in your parents' day, do you feel that family ties are closer, less close, or have not changed much?

|           |                     | -----Compared to Parents' Day----- |             |                            |
|-----------|---------------------|------------------------------------|-------------|----------------------------|
|           |                     | Family Ties Are Closer             | Not Changed | Family Ties Are Less Close |
| Sep. 2000 | Hart Research/Shell | 19                                 | 21          | 58                         |

- Times today are, of course, different than when your parents were your age. But, taking into account those differences, would you say that compared to your parents, you have a happier family, about the same amount, or less?

|                |                            | -----Compared to Parents----- |      |                   |
|----------------|----------------------------|-------------------------------|------|-------------------|
|                |                            | Happier Family                | Same | Less Happy Family |
| Sep. 1978      | RoperASW                   | 28                            | 54   | 11                |
| Oct.-Nov. 1991 | RoperASW/Good Housekeeping | 29                            | 59   | 9                 |

- There is a lot of talk today about the way young people think, believe and act, and how different they are from young people twenty or thirty years ago in terms of their values, ethics and morals. Compared with this earlier generation, would you tend to agree or disagree that young people today have less respect for parents?

|           |                         | Compared to 20-30 Years Ago        |          |                 |          |
|-----------|-------------------------|------------------------------------|----------|-----------------|----------|
|           |                         | -----Less Respect for Parents----- |          |                 |          |
|           |                         | Women's Responses                  |          | Men's Responses |          |
|           |                         | Agree                              | Disagree | Agree           | Disagree |
| Apr. 1974 | RoperASW/Virginia Slims | 63                                 | 31       | 66              | 30       |

- For each of the statements I will read, please tell me whether you strongly agree, moderately agree, moderately disagree, or strongly disagree with the statement ... Family life was simpler and more satisfying in the traditional family in which the man worked and the wife stayed home to raise the children?

|           |                        | -----Traditional Family More Satisfying----- |                  |                     |                   |
|-----------|------------------------|--|------------------|---------------------|-------------------|
|           |                        | Strongly Agree                               | Moderately Agree | Moderately Disagree | Strongly Disagree |
| Jun. 1984 | Gordon Black/USA Today | 29   | 22               | 24                  | 20                |

- Compared to your parents, how much emphasis do you personally place on...?

|   |  | -----Compared to Your Parents----- |                |               |
|---|--|------------------------------------|----------------|---------------|
|   |  | More Emphasis                      | About the Same | Less Emphasis |
| Doing interesting things in your life     |  | 68                                 | 23             | 8             |
| Pursuing satisfaction in a career         |  | 60                                 | 27             | 13            |
| Having a close relationship with a spouse |  | 50                                 | 43             | 9             |
| Caring for your parents                   |  | 45                                 | 45             | 7             |
| Having and raising children               |  | 39                                 | 43             | 16            |
| Sacrificing for your children             |  | 37                                 | 40             | 20            |

NOTE: Asked of those who were ages 30-40 at the time of the survey.

- Compared to when you were growing up, would you say teenagers today are more moral in their behavior, less moral in their behavior, or about the same?

|           |                  | Compared to When You Grew Up |      |            |
|-----------|------------------|------------------------------|------|------------|
|           |                  | -----Teenagers Today-----    |      |            |
|           |                  | More Moral                   | Same | Less Moral |
| Jan. 1987 | Time/Yankelovich | 11                           | 29   | 60         |

- Some people say that compared with their parents, the generation of Americans born after World War II are not as committed to traditional values as their parents were. Do you agree or disagree? Do you (agree/disagree) strongly, or only somewhat?

|           |              | Generation Born After WWII     |                  |                     |                   |
|-----------|--------------|--------------------------------|------------------|---------------------|-------------------|
|           |              | Less Commitment to Traditional |                  |                     |                   |
|           |              | -----Values Than Parents-----  |                  |                     |                   |
|           |              | Strongly Agree                 | Moderately Agree | Moderately Disagree | Strongly Disagree |
| Feb. 1989 | CBS News/NYT | 50                             | 27               | 12                  | 7                 |

- Are parents today more willing to make sacrifices for their children than parents a generation ago, are parents today equally willing to make sacrifices as parents were a generation ago, or are parents today less willing to make sacrifices than were parents a generation ago – or don't you have an opinion about this?

|           |             | Compared to Own Parents         |      |                                 |
|-----------|-------------|---------------------------------|------|---------------------------------|
|           |             | -----Parents Today Are -----    |      |                                 |
|           |             | More Willing To Make Sacrifices | Same | Less Willing To Make Sacrifices |
| Jun. 1989 | Mass Mutual | 15                              | 32   | 49                              |

- Compared to your parents when you were growing up, do you think, you were/you are/you would be more open with your child(ren) about sex and sexual issues in general, less open, or about as open as your parents were with you?

|          |                 | Compared to Your Parents |               |           |
|----------|-----------------|--------------------------|---------------|-----------|
|          |                 | -----About Sex-----      |               |           |
|          |                 | More Open                | About As Open | Less Open |
| May 1998 | PSRA/Kaiser/ABC | 79                       | 17            | 2         |

- All things considered, do you feel you are a better parent, worse parent, or about the same compared to your parents or guardians?

|                |                        | -----Compared to Your Parents----- |      |              |
|----------------|------------------------|------------------------------------|------|--------------|
|                |                        | Better Parent                      | Same | Worse Parent |
| Aug.-Sep. 1995 | Gallup                 | 51                                 | 46   | 2            |
| Apr. -May 2003 | Gallup/Reader's Digest | 43                                 | 52   | 4            |

- Compared to your parents or guardians, are you more strict, about the same, or less strict?

|                |                        | -----Compared to Your Parents----- |      |             |
|----------------|------------------------|------------------------------------|------|-------------|
|                |                        | More Strict                        | Same | Less Strict |
| Apr. -May 2003 | Gallup/Reader's Digest | 27                                 | 36   | 36          |

- Do you think raising children today is easier, more difficult, or about the same as when your parents were raising you?

|                |                        | -----Raising Children Today----- |      |                |
|----------------|------------------------|----------------------------------|------|----------------|
|                |                        | Easier                           | Same | More Difficult |
| Apr. -May 2003 | Gallup/Reader's Digest | 4                                | 15   | 80             |

## Religion

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

|           |        | -----Your Parents<br>Went to Church----- |                   |                        |
|-----------|--------|--|-------------------|------------------------|
|           |        | More Often<br>Than You                   | About The<br>Same | Less Often<br>Than You |
| Feb. 1939 | Gallup | 50                                       | 32                | 18                     |

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

|           |      | -----Your Parents-----     |      |                            |
|-----------|------|----------------------------|------|----------------------------|
|           |      | More Religious<br>Than You | Same | Less Religious<br>Than You |
| Oct. 1964 | NORC | 32                         | 54   | 11                         |

- Do you think you are more or less religious than your parents?

|           |         | -----Compared to Parents----- |                |                   |
|-----------|---------|-------------------------------|----------------|-------------------|
|           |         | More<br>Religious             | Same<br>(Vol.) | Less<br>Religious |
| Sep. 1995 | CBS/NYT | 28                            | 24             | 43                |

- Would you say religion is more important, about as important, or less important to you today than it was to your parents when you were growing up?

|           |              | -----Compared to Your Parents-----  |                 |                                     |
|-----------|--------------|-------------------------------------|-----------------|-------------------------------------|
|           |              | Religion is More<br>Important To Me | As<br>Important | Religion is Less<br>Important To Me |
| Jul. 1990 | NBC News/WSJ | 32                                  | 37              | 30                                  |

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

|           |               | -----Religion-----      |                     |
|-----------|---------------|-------------------------|---------------------|
|           |               | Increasing<br>Influence | Losing<br>Influence |
| 1937*     | Roper/Fortune | 25                      | 50                  |
| Mar. 1957 | Gallup        | 69                      | 14                  |
| Feb. 1962 | Gallup        | 45                      | 32                  |
| Feb. 1965 | Gallup        | 33                      | 45                  |
| Mar. 1967 | Gallup        | 23                      | 57                  |
| Apr. 1968 | Gallup        | 19                      | 67                  |
| May 1969  | Gallup        | 14                      | 71                  |
| Jan. 1970 | Gallup        | 14                      | 75                  |

|           |                          |    |    |
|-----------|--------------------------|----|----|
| Dec. 1974 | Gallup                   | 31 | 56 |
| Dec. 1975 | Gallup                   | 39 | 51 |
| Dec. 1976 | Gallup                   | 44 | 45 |
| Dec. 1977 | Gallup                   | 37 | 45 |
| Dec. 1978 | Gallup                   | 37 | 48 |
| Apr. 1980 | Gallup                   | 35 | 46 |
| Dec. 1981 | Gallup                   | 38 | 47 |
| Dec. 1982 | Gallup                   | 41 | 45 |
| Jan. 1983 | Gallup                   | 44 | 42 |
| Oct. 1983 | Gallup                   | 44 | 42 |
| Jun. 1984 | Gallup                   | 42 | 39 |
| Mar. 1985 | Gallup                   | 48 | 39 |
| Nov. 1985 | Gallup                   | 45 | 41 |
| Sep. 1986 | Gallup                   | 48 | 38 |
| Mar. 1988 | Gallup                   | 36 | 49 |
| Apr. 1989 | Gallup                   | 33 | 49 |
| Jun. 1990 | Gallup                   | 33 | 48 |
| May 1991  | Gallup                   | 34 | 57 |
| Nov. 1991 | Gallup                   | 27 | 66 |
| Nov. 1992 | Gallup                   | 27 | 63 |
| Mar. 1994 | Gallup                   | 27 | 69 |
| Jun. 1994 | Gallup                   | 28 | 67 |
| May 1995  | Gallup                   | 36 | 58 |
| Dec. 1995 | Gallup                   | 38 | 57 |
| Mar. 1997 | Gallup                   | 36 | 57 |
| Aug. 1997 | Gallup                   | 36 | 60 |
| Jan. 1998 | Gallup                   | 48 | 48 |
| Jun. 1998 | Gallup                   | 37 | 56 |
| Apr. 1999 | Gallup                   | 32 | 62 |
| Dec. 1999 | Gallup                   | 40 | 54 |
| Mar. 2000 | Gallup                   | 37 | 58 |
| Aug. 2000 | Gallup                   | 35 | 58 |
| Feb. 2001 | Gallup                   | 39 | 55 |
| Mar. 2001 | PSRA/Pew Research Center | 37 | 55 |
| Nov. 2001 | PSRA/Pew Research Center | 78 | 12 |
| Dec. 2001 | Gallup                   | 71 | 24 |
| Mar. 2002 | PSRA/Pew Research Center | 37 | 52 |
| Mar. 2002 | Gallup                   | 53 | 42 |
| Dec. 2002 | Gallup                   | 43 | 51 |
| Feb. 2003 | Gallup                   | 46 | 48 |
| Jul. 2003 | PSRA/Pew Research Center | 30 | 56 |
| Nov. 2003 | Gallup                   | 32 | 64 |
| Jun. 2004 | Gallup                   | 47 | 49 |

NOTE: Some of the Gallup polls since 1991 were done in conjunction with CNN and USA Today. \*Question wording was, "Do you think religion is gaining or losing influence in the life of the nation?"

All in all, do you think this is a good thing or a bad thing?

|           |                          | Increasing          |     | Losing           |     |
|-----------|--------------------------|---------------------|-----|------------------|-----|
|           |                          | -----Influence----- |     | ----Influence--- |     |
|           |                          | Good                | Bad | Good             | Bad |
| Mar. 2002 | PSRA/Pew Research Center | 85                  | 10  | 10               | 84  |

- At present time, do you think religion as a whole is increasing its influence in the world or losing its influence?

|           |                          | -----Religion-----                  |                                 |
|-----------|--------------------------|-------------------------------------|---------------------------------|
|           |                          | Increasing<br>Influence<br>In World | Losing<br>Influence<br>In World |
| Mar. 2002 | PSRA/Pew Research Center | 38                                  | 50                              |
| Jul. 2003 | PSRA/Pew Research Center | 36                                  | 51                              |

All in all, do you think this is a good thing or a bad thing?

|           |                          | Increasing<br>-----Influence----- |     | Losing<br>----Influence--- |     |
|-----------|--------------------------|-----------------------------------|-----|----------------------------|-----|
|           |                          | Good                              | Bad | Good                       | Bad |
| Mar. 2002 | PSRA/Pew Research Center | 73                                | 18  | 9                          | 85  |

- As a whole, do you think Americans are more religious now than they were five years ago, less religious, or equally as religious?

|           |                 | More<br>Religious | Equally<br>Religious | Less<br>Religious |
|-----------|-----------------|-------------------|----------------------|-------------------|
| Sep. 2003 | Time/CNN/Harris | 32                | 38                   | 26                |

## Patriotism

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

|           |     | As<br>Patriotic | Not As<br>Patriotic |
|-----------|-----|-----------------|---------------------|
| Jun. 1983 | NYT | 27              | 68                  |
| Nov. 1983 | NYT | 31              | 63                  |

- Do you believe that Americans today are more patriotic than Americans in previous decades?

|           |        | More<br>Patriotic | Same<br>(Vol.) | Less<br>Patriotic |
|-----------|--------|-------------------|----------------|-------------------|
| Jun. 1994 | Gallup | 16                | 8              | 73                |
| Apr. 1997 | Marist | 9                 | 23             | 68                |
| Apr. 1998 | Marist | 8                 | 29             | 63                |

- Do you think average Americans are more or less patriotic than they were 25 years ago?

|           |                           | More<br>Patriotic | Same<br>(Vol.) | Less<br>Patriotic |
|-----------|---------------------------|-------------------|----------------|-------------------|
| Jun. 1998 | Fox News/Opinion Dynamics | 18                | 9              | 68                |
| Jun. 1999 | Fox News/Opinion Dynamics | 16                | 6              | 74                |
| Jun. 2004 | Fox News/Opinion Dynamics | 45                | 14             | 37                |

- Do you think you are more patriotic, about the same, or less patriotic than your parents were at your age?

|           |                  | -----Compared to Your Parents----- |      |                |
|-----------|------------------|------------------------------------|------|----------------|
|           |                  | More Patriotic                     | Same | Less Patriotic |
| Jun. 1998 | Maritz/AmeriPoll | 24                                 | 41   | 25             |

- Which of the following best describes your level of patriotism after September 11? Would you say you feel much more patriotic, somewhat more patriotic, or do you have about the same level of patriotism?

|           |              | -----Since 9/11----- |                         |                |
|-----------|--------------|----------------------|-------------------------|----------------|
|           |              | Much More Patriotic  | Somewhat More Patriotic | About the Same |
| Jan. 2002 | TIPP/IBD-CSM | 36                   | 24                      | 39             |

- Do you think Americans are more patriotic today than they were before September 11<sup>th</sup>?

|           |                           | -----Since 9/11----- |                |
|-----------|---------------------------|----------------------|----------------|
|           |                           | More Patriotic       | Less Patriotic |
| Jun. 2002 | Fox News/Opinion Dynamics | 85                   | 12             |

- The next questions are about the September 11<sup>th</sup> terrorist attacks. As far as you can tell, did each of the following actually happen, or not? (If Yes) Do you think this will probably last for a long while, for only a few months or is it already over?

| Jan. 2002 | Public Agenda/Pew Charitable Trusts  | -----Since 9/11----- |                    | -----Will Last----- |            |              |
|-----------|--|----------------------|--------------------|---------------------|------------|--------------|
|           |  | Yes, Happened        | No, Did Not Happen | Long Time           | Few Months | Already Over |
|           | Some people thought that Americans would appreciate their country more in the aftermath of the terrorist attacks   | 87                   | 12                 | 54                  | 38         | 6            |
|           | Some people thought that people would become more caring and thoughtful toward one another as a result of the terrorist attacks  | 74                   | 24                 | 34                  | 46         | 18           |
|           | Some people thought that America's elected officials would put politics aside and pay more attention to what was good for the country as a result of the terrorist attacks | 55                   | 39                 | 30                  | 45         | 23           |

- Right after September 11, many people noted increased feelings of patriotism and neighborliness. Since then do you think those feelings have faded a little, some but not a lot, a lot but not completely, or have those feelings completely faded?

|           |                           | -----Since 9/11-----                                |                     |                           |            |                    |
|-----------|---------------------------|---|---------------------|---------------------------|------------|--------------------|
|           |                           | -----Feelings of Patriotism and Neighborliness----- |                     |                           |            |                    |
|           |                           | A Little  | Some, But Not A Lot | A Lot, But Not Completely | Completely | None At All (Vol.) |
| Mar. 2002 | Fox News/Opinion Dynamics | 32  | 33                  | 10                        | 2          | 19                 |

|           |                               |    |    |    |   |    |
|-----------|-------------------------------|----|----|----|---|----|
| Jun. 2002 | Fox News/<br>Opinion Dynamics | 34 | 37 | 13 | 1 | 12 |
| Sep. 2002 | Fox News/<br>Opinion Dynamics | 34 | 30 | 10 | 3 | 19 |

- Soldiers back from the war front say most people in this country do not take the war seriously enough. Do you think this is true?

|           |        |  |  |          |
|-----------|--------|--|--|----------|
|           |        |  | People Don't Take<br>-----War Seriously----- |          |
|           |        |  | True   | Not True |
| Apr. 1944 | Gallup |  | 66   | 26       |

- Soldiers back from the war front say most people in this country go about their business and pleasure just as if there were no war. Do you think this is true?

|           |        |  |   |          |
|-----------|--------|--|---|----------|
|           |        |  | People Go About<br>-----Their Business----- |          |
|           |        |  | True  | Not True |
| Apr. 1944 | Gallup |  | 45  | 51       |

- If the men who signed the Declaration of Independence in 1776 could see America today, do you think they would be pleased or displeased by the way the federal government is operating?

|           |                        |  |                                      |            |
|-----------|------------------------|--|--------------------------------------|------------|
|           |                        |  | ----Founders Pleased With Govt.?---- |            |
|           |                        |  | Pleased                              | Displeased |
| Jun. 1995 | Scripps Howard/Ohio U. |  | 14                                   | 75         |

**SUGGESTED READINGS:**

Svetlana Boym, *The Future of Nostalgia*, Basic Books, 2001.

The data in this report come from the archive of public opinion polls at AEI and from The Roper Center's archive at the University of Connecticut in Storrs, Connecticut. The Roper Center is the oldest and largest archive of public opinion data in the world. To learn more about the Roper Center, visit <http://www.ropercenter.uconn.edu/>.

For comments or questions  
contact Karlyn H. Bowman at [kbowman@aei.org](mailto:kbowman@aei.org)

Compiled by Karlyn H. Bowman, Resident Fellow  
Bryan O'Keefe, Staff/Research Assistant  
Todd J. Weiner, Staff/Research Assistant, and  
Jennifer Benz, Melissa Anderson,  
Elena Lipson, Interns

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