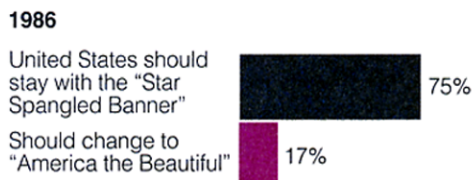


# CULTURAL CONSERVATISM

Americans are cultural conservatives in the sense that they are strongly attached to the symbols and usages of their national experience. We want to keep the “Star Spangled Banner” as our national anthem. Three-fourths say proper respect requires standing when the anthem is played.

Question: **The “Star Spangled Banner” has been our national anthem since 1931. Some people feel that “America the Beautiful” would be more appropriate, both in words and music. How do you feel...?**



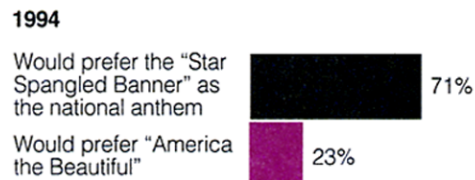
Source: Survey by the Roper Organization for *U.S. News & World Report* and CNN, June 11–15, 1986.

Question: **There has been talk of replacing the “Star Spangled Banner” with “America the Beautiful” as our country’s national anthem. Would you favor or oppose this change?**



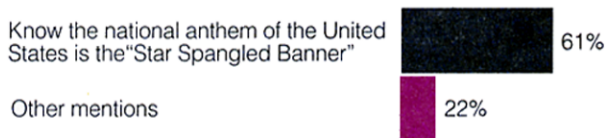
Source: Survey by Yankelovich Clancy Shulman for *Time* and CNN, January 31–February 1, 1990.

Question: **Which would you prefer as the national anthem, the “Star Spangled Banner” or “America the Beautiful”?**



Source: Survey by the Gallup Organization for *USA TODAY* and *Sankei Shimbun*, June 17–19, 1994.

Question: **What is the national anthem of the United States?**



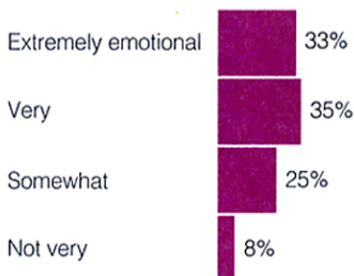
Source: Survey by the Gallup Organization, May 23–26, 1991.

Question: **Thinking about our national anthem, the “Star Spangled Banner”, do you know all the words?**



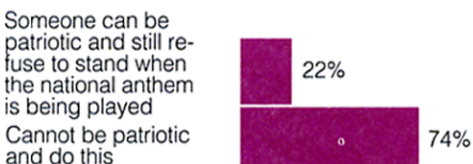
Source: Survey by Yankelovich Clancy Shulman for *Time* and CNN, January 31–February 1, 1990.

Question: **When you hear the national anthem, does it make you feel...**



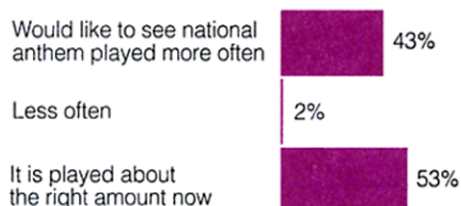
Source: Survey by the Center for Political Studies, University of Michigan, November 8, 1988–January 30, 1989.

Question: **Can someone be patriotic and still refuse to stand when the national anthem is played?**



Source: Survey by the *Washington Post*, June 16–20, 1989.

Question: **Would you like to see the national anthem played more often than it is now, less often, or is it played about the right amount?**



Source: Survey by the Gallup Organization, May 23–26, 1991.

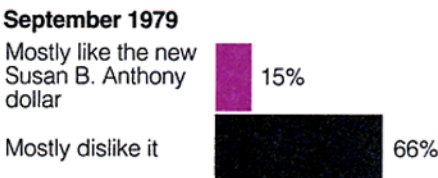
We said no to bright colored money and to the dollar coin, and though it is not worth much any more, we still want to keep the penny. Nine in ten believe "In God We Trust" should remain on our currency. In another area, despite repeated attempts to sell Americans on using the metric system, we reject the change from familiar practice.

Question: **A proposal has been made to issue paper money with a different color for the different amounts, with the one dollar bill remaining green. Would you like to see paper money issued in different colors, or not?**



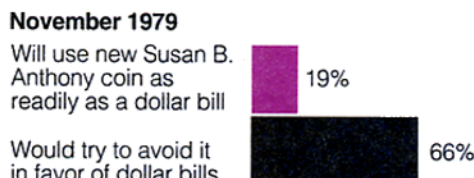
Source: Survey by the Gallup Organization, June 23-28, 1961.

Question: **What is your opinion of the new (Susan B. Anthony) dollar? Do you mostly like it or mostly dislike it?**



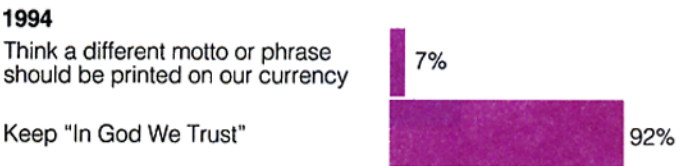
Note: Question was asked of those who had heard or read about the new dollar=89% of the sample.  
Source: Survey by the Gallup Organization, September 7-10, 1979.

Question: **Some people think this new coin is a great idea, others think it is terrible. Based on what you know about the new Susan B. Anthony dollar coin, would you say that you will use it as readily as a dollar bill, or will you try to avoid it in favor of dollar bills?**



Source: Survey by the Roper Organization, October 27-November 3, 1979.

Question: **The phrase "In God We Trust" has been printed on our currency since 1957. Do you think a different phrase or motto should be printed on our bills?**

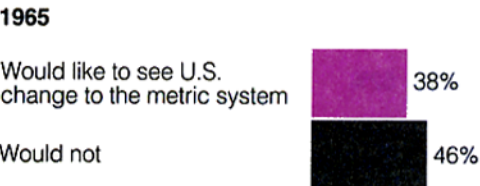


Source: Survey by ICR Survey Research Group for PLUS ATM Network, August 3-7, 1994.

Question: **Do you think the government should continue to mint pennies or should we do away with them?**

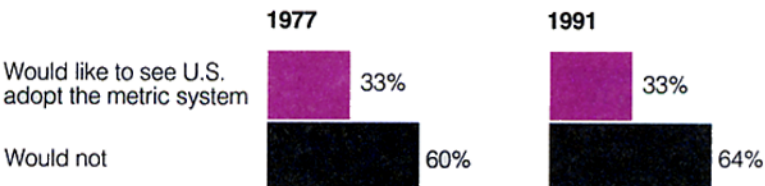


Question: **Would you like to see the United States change to the metric system?**



Note: Asked of those who knew what the metric system is=29% of the sample.  
Source: Survey by the Gallup Organization, August 27-September 1, 1965.

Question: **Would you like to see the United States adopt the metric system?**



Note: In 1977, 75% of those sampled knew what the metric system was. In 1991, the figure was 80%.  
Source: Surveys by the Gallup Organization, latest that of August 8-11, 1991.

The relative interest in football, baseball, and basketball has shifted over time, but these big three American sports continue to command our allegiance. Soccer doesn't register in terms of fan interest despite its claim to being the world's number one spectator sport. We want to play football on the real stuff and not artificial turf.

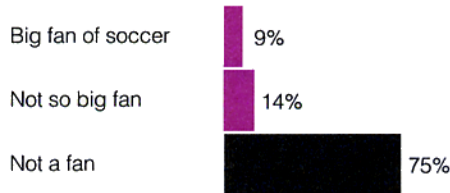
Question: **What sport do you, yourself, enjoy watching most? (1948, 1953) What is your favorite sport to watch? (1960, 1972, 1985, 1990, 1992)**

**Favorite sports to watch  
Top three**

Year	Sport	Percentage	Total Top Three
1948	Baseball	39%	66%
	Football	17	
	Basketball	10	
1953	Baseball	40%	67%
	Football	17	
	Basketball	10	
1960	Baseball	34%	54%
	Football	21	
	Basketball	9	
1972	Football	32%	63%
	Baseball	24	
	Basketball	9	
1985	Football	26%	63%
	Baseball	21	
	Basketball	10	
1990	Football	35%	66%
	Baseball	16	
	Basketball	15	
1992	Football	38%	65%
	Baseball	16	
	Basketball	11	

Source: Surveys by the Gallup Organization, latest that of September 17-20, 1992.

Question: **Do you consider yourself a fan of soccer, or not? (If respondent is a fan, ask:) Are you a big fan, or not so big?**

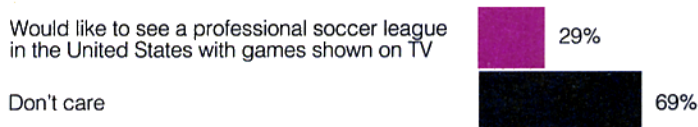


Question: **Have you watched any World Cup soccer games this summer or not?**

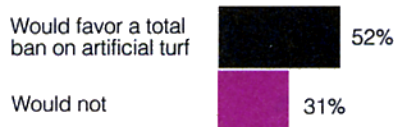


Source: Survey by ABC News, July 13, 1994.

Question: **Would you like there to be a professional soccer league in the United States with games shown on television, or don't you care?**



Question: **These questions are about professional football. Would you favor or oppose a total ban on artificial turf?**



Source: Survey by Louis Harris and Associates, July 25-28, 1994.

Source: Survey by CBS News, December 5-7, 1993