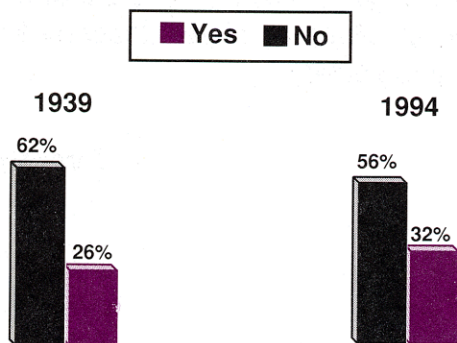


Nostalgia

Ah, for "the Good Old Days"

Question: Do you think Americans were happier and more contented at that time [during the horse-and-buggy days] than they are now? (Gallup)

Question: We hear people talk about "the good old days." Do you think the "good old days" were better than the present or not? (RSW)

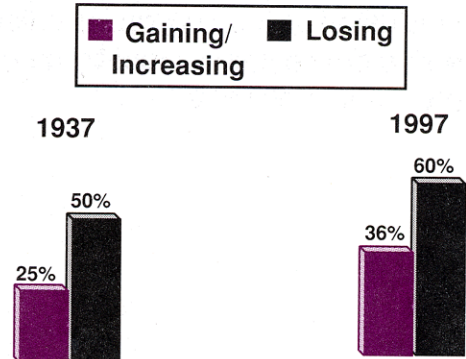


Source: Surveys by the Gallup Organization and Roper Starch Worldwide.

Religion's Losing Ground

Question: Do you think religion is gaining or losing influence in the life of the nation? (*Fortune*)

Question: At the present time do you think religion as a whole is increasing its influence on American life, or losing its influence? (Gallup)

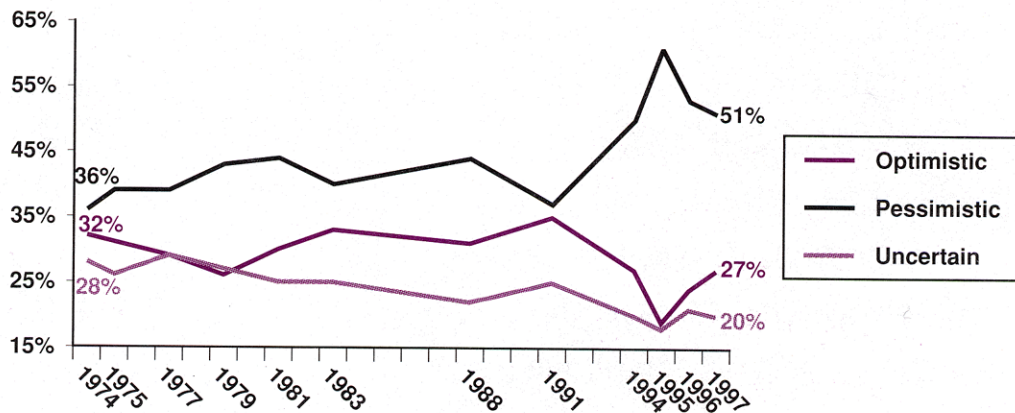


Note: 1937 had a "same" category of 17 percent.

Source: Surveys by Elmo Roper for *Fortune* and the Gallup Organization.

Real Concern About Moral Standards

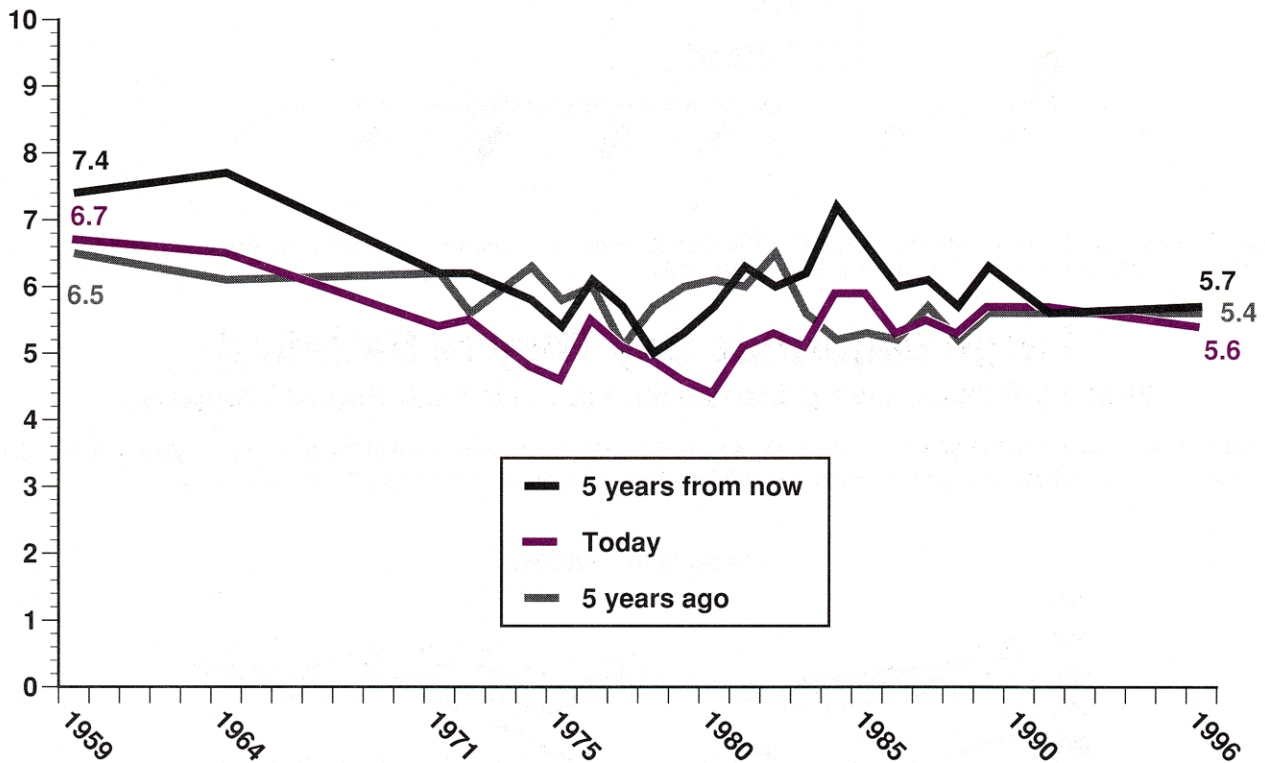
Question: ...[P]lease say whether you feel generally optimistic about...the future..., generally pessimistic about it, or uncertain about it?



Source: Surveys by Roper Starch Worldwide (1974-1995, 1997) and the Gallup Organization (1996).

America's Place on the Ladder of Life: Yesterday, Today, and Tomorrow Now Seen At Roughly the Same Rung

Question: [Respondents to the survey were asked to look at a ladder scale. They were then told that "It represents the 'ladder of life.' As you see, it is a ladder with 11 rungs numbered 0 to 10. The top rung represents the best possible state of affairs for the country as you describe it. The bottom rung represents the worst possible state of affairs for the country..."] On which rung of the ladder do you think the country is today; where it was 5 years ago; and where it will be 5 years from now?



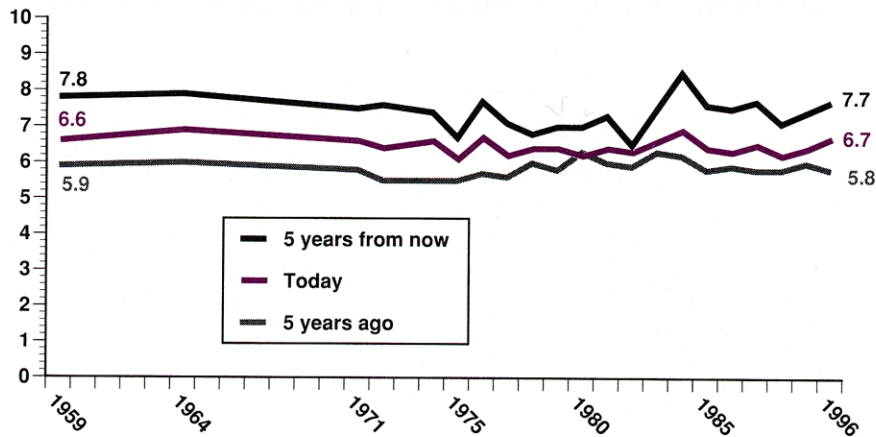
Source: Surveys by the Gallup Organization, 1959-76, 1979, 1981-82, 1985, 1987, and 1989; Cambridge Reports Incorporated, 1977-78, 1980, 1983-84, 1986, and 1988; and the Pew Research Center, 1996.

My Place on the Ladder-of-Life:

Better Now Than 5 Years Ago; Will Be Better Still 5 Years Hence

Question: [Respondents to the survey were given a picture of a ladder scale. They were then told that "It represents the 'ladder of life.' As you see, it is a ladder with 11 rungs numbered 0 to 10. Let's suppose the top of the ladder represents the best possible life for you as you describe it, and the bottom rung represents the worst possible life for you as you describe it."] On which rung of the ladder do you feel your life is today? On which rung do you think you were 5 years ago? On which rung do you think you will be 5 years from now?

Average Response Scores



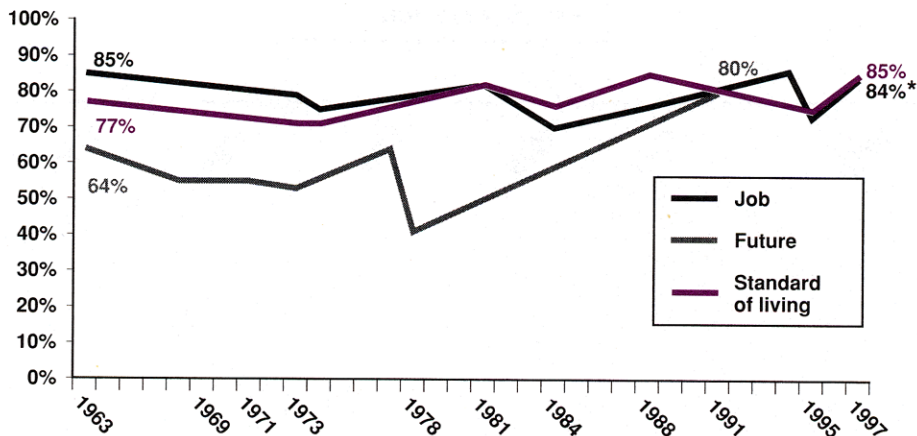
Source: Surveys by the Gallup Organization, 1959-76, 1979, 1981-82, 1985, 1987, and 1989; Cambridge Reports Incorporated, 1977-78, 1980, 1983-84, 1986, and 1988; and the Pew Research Center, 1996.

Large Majorities Say They're Satisfied:

With Their Jobs, Living Standards, Etc., and Their Future Prospects

Question: Please tell me whether you are generally satisfied or dissatisfied with each of the following: ... your job, or the work you do; the future facing you and your family; your standard of living—that is, the things you can buy or do....

Percentage "satisfied"



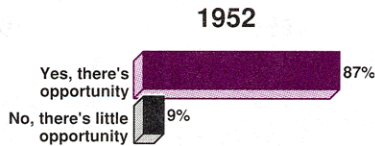
*Response category "inappropriate" was added and has significantly changed distribution; 84 is the percent satisfied out of "satisfied" and "dissatisfied" categories combined.

Note: Asked about, but not shown: "your housing situation" (88% satisfied in 1997) and "your household income" (69% satisfied, 1997).

Source: Surveys by the Gallup Organization, latest that of February 1997.

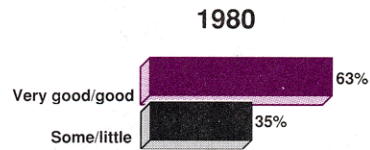
Most Americans Continue to See Opportunity Present If One Makes the Effort

Question: Some people say there's not much opportunity in America today—that the average man doesn't have much chance to really get ahead. Others say there's plenty of opportunity, and anyone who works hard can go as far as he wants. How do you feel about this?



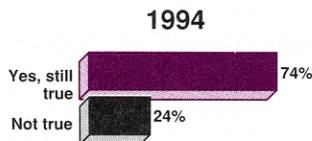
Source: Surveys by the University of Michigan National Election Survey (1952).

Question: How good a chance do you think a person has to get ahead today, if the person works hard?



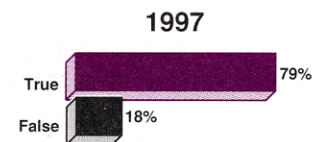
Source: Surveys by Kluegel and Smith, *Beliefs About Inequality: Americans' Views of What Is and What Ought to Be* (1980).

Question: A basic American belief has been that if you work hard you can get ahead—reach the goals you set and more. Does that still hold true?



Source: Surveys by the Roper Center for Public Opinion Research, University of Connecticut, for *Reader's Digest* (1994).

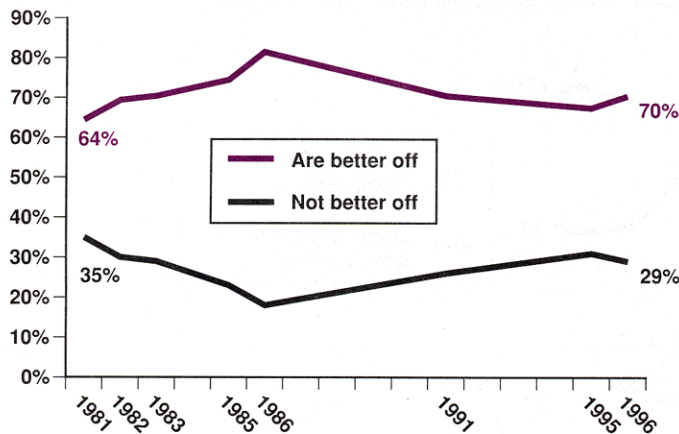
Question: True/False: People who work hard in this nation are likely to succeed?



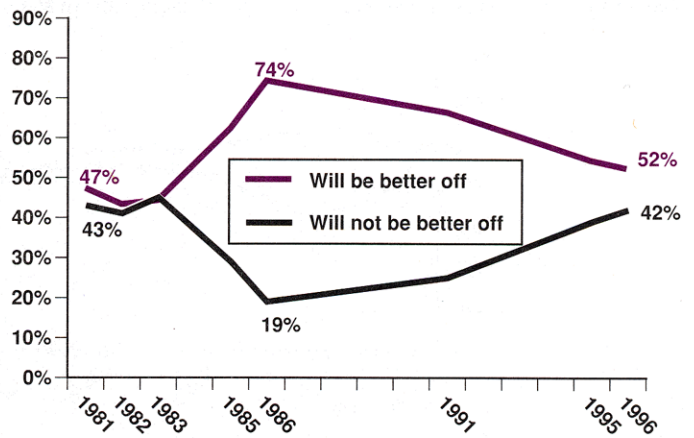
Source: Surveys by Opinion Research Corporation International for *USA Weekend* (1997).

Most See Themselves Better Off Than Their Parents Were, But Fewer Think Their Kids Will Do Better Financially Than They Have

Question: Think of your parents when they were your age. Would you say you are better off financially than they were or not?



Question: Do you think [your children] will be better off than you are financially when they reach your age, or not?

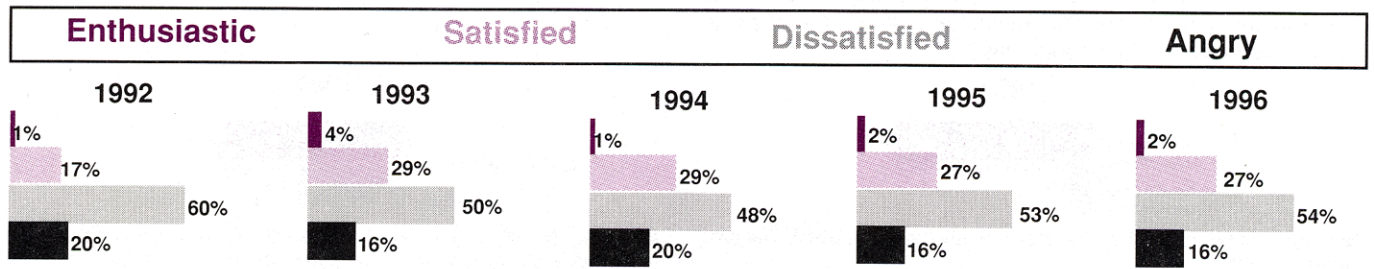


Source: Surveys by ABC News/*Washington Post*, latest that of May 1996.

Government Isn't Hated...

Lots of Dissatisfaction

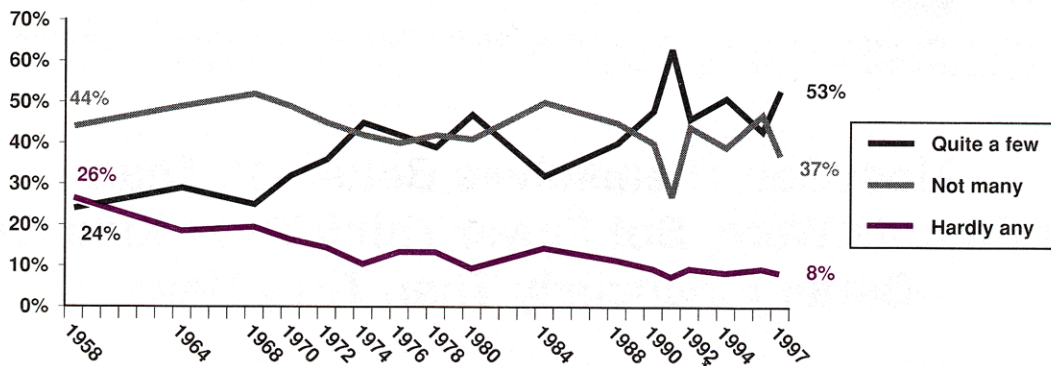
Question: ...[W]hich one best describes how you feel about the way the federal government works. Do you feel enthusiastic, satisfied but not enthusiastic, dissatisfied but not angry, or angry?



Source: Surveys by ABC News/Washington Post, latest that of March 1996.

Crooked People Running Government?

Question: Do you think that quite a few of the people running the government are a little crooked, not very many are, or do you think hardly any of them are crooked at all?

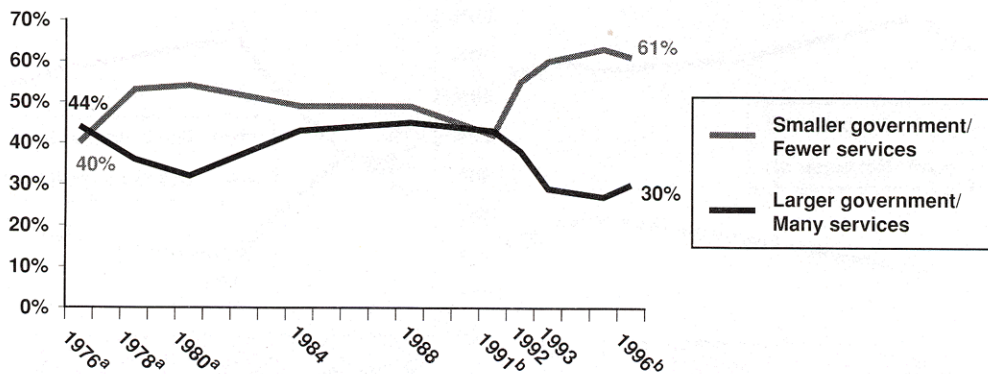


Note: In 1991, asked of registered voters.

Source: Surveys by the University of Michigan National Election Studies and the Gallup Organization.

Favor Larger or Smaller Government?

Question: Would you say you favor smaller government with fewer services, or larger government with many services?



a= Question wording was: In general, government grows bigger as it provides more services. If you had to choose, would you rather have a smaller government providing less services or a bigger government providing more services?

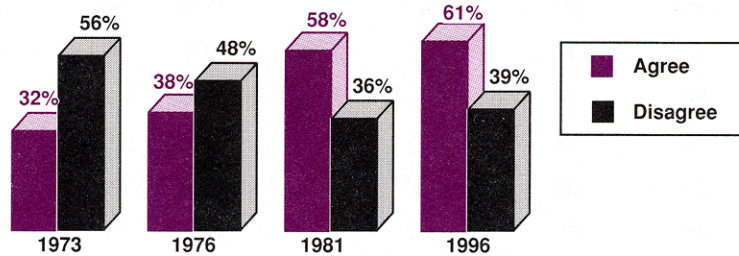
b= Question wording varied slightly.

Source: Surveys by CBS News/New York Times 1976, 1978, 1980, 1991, 1996; ABC News/Washington Post 1984, 1988, 1992; and the Los Angeles Times 1993, 1995.

...But Its Performance is Criticized, Leading to Diminished Support For More

A Yes to Less

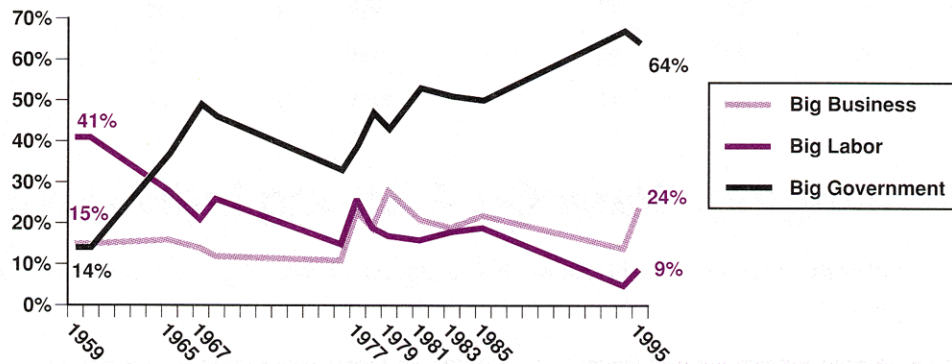
Questions: Now let me read you some statements some people have made about the way different levels of government should operate in this country. For each, tell me if you tend to agree or disagree...The best government is the government that governs the least. (Harris); Do you completely agree, mostly agree, mostly disagree, or completely disagree that the best government is the one that governs the least? (Gallup)



Source: 1973-1981, Surveys by Louis Harris and Associates; 1996, by the Gallup Organization (completely/mostly agree and mostly/completely disagree combined).

The Problem is Big Government

Question: In your opinion, which of the following do you think will be the biggest threat to the country in the future—big business, big labor, or big government?*



Note: Question wording varied slightly.

Source: Surveys by the Gallup Organization, 1959, 1967-68, 1977-79, 1983-85, and 1995; by George Gallup for *Look*, 1960-65; by Louis Harris and Associates, 1976 and 1981; and by the Roper Center for Public Opinion Research, University of Connecticut, for *Reader's Digest*, 1994.

For All This, the Institutions Are Sound

Question: ...[F]or each [statement], please tell me if you agree or disagree with it...Whatever its faults, the US still has the best system of government in the world.



Source: Surveys by ABC News/*Washington Post*, latest that of May 1996.