



SURVEY RESEARCH CENTER  
INSTITUTE FOR SOCIAL RESEARCH  
THE UNIVERSITY OF MICHIGAN  
ANN ARBOR, MICHIGAN 48106



SURVEY RESEARCH  
CENTER • INSTITUTE  
FOR SOCIAL RESEARCH  
THE UNIVERSITY OF MICHIGAN

CARD K2

INCOME

- A. NONE
- B. Under \$ 1000
- C. \$1000 - 1999
- D. \$2000 - 2999
- E. \$3000 - 3999
- F. \$4000 - 4999
- G. \$5000 - 5999
- H. \$6000 - 6999
- I. \$7000 - 7999
- J. \$8000 - 8999
- K. \$9000 - 9999
- L. \$10,000 - 10,999
- M. \$11,000 - 11,999
- N. \$12,000 - 14,999
- O. \$15,000 - 19,999
- P. \$20,000 - 24,999
- Q. \$25,000 - 34,999
- R. \$35,000 and over

CARD A1

PARTS OF OUR GOVERNMENT

- 1. Congress
- 2. The Supreme Court
- 3. The President
- 4. The Political Parties

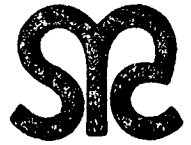
P. 495403 (POST-ELECTION FORM II)

1972

1972

P. 495402

(PRE-ELECTION FORMS I, II)



SURVEY RESEARCH  
CENTER • INSTITUTE  
FOR SOCIAL RESEARCH  
THE UNIVERSITY OF MICHIGAN

CARD D1

HOW LIKELY ARE YOU TO BUY A CAR IN THE NEXT 12 MONTHS?

1. Almost certain
2. Probably will
3. Better than even chance
4. Even chance; may or may not
5. Less than even chance
6. Probably will not
7. Very unlikely

P. 495403

(POST-ELECTION FORM I) 1972



SURVEY RESEARCH  
CENTER • INSTITUTE  
FOR SOCIAL RESEARCH  
THE UNIVERSITY OF MICHIGAN

CARD F1

GOALS FOR THE NATION

- 1) Maintaining order in the nation
- 2) Giving the people more say in important political decisions
- 3) Fighting rising prices
- 4) Protecting freedom of speech

P. 495403

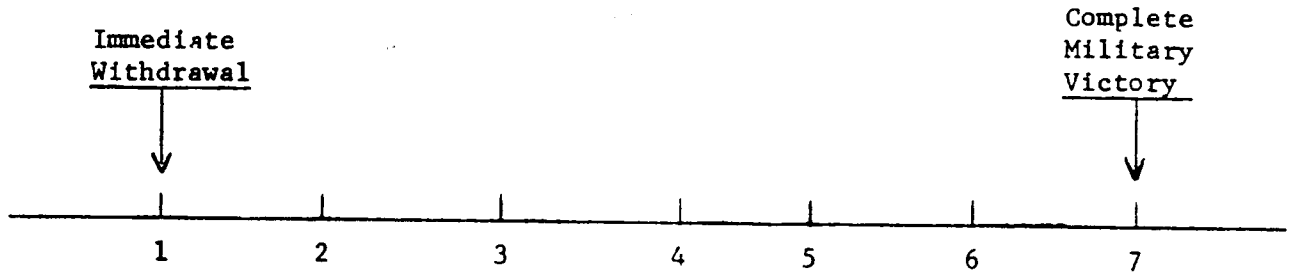
(POST-ELECTION FORM II) 1972



1972

CARD J1

VIETNAM



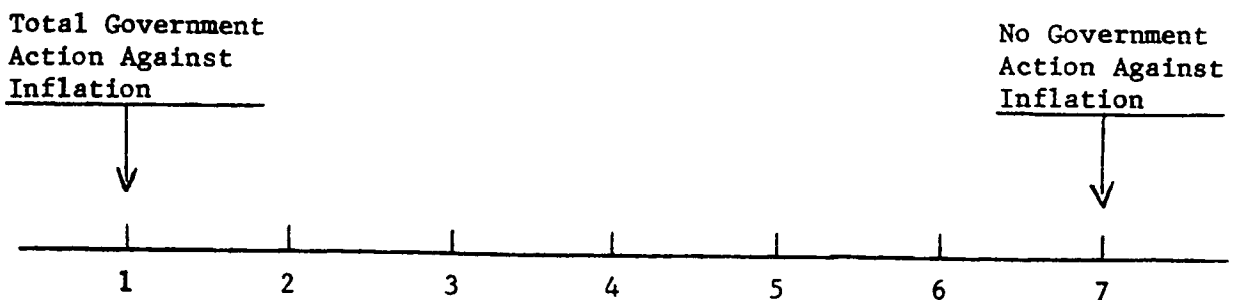
P. 495403



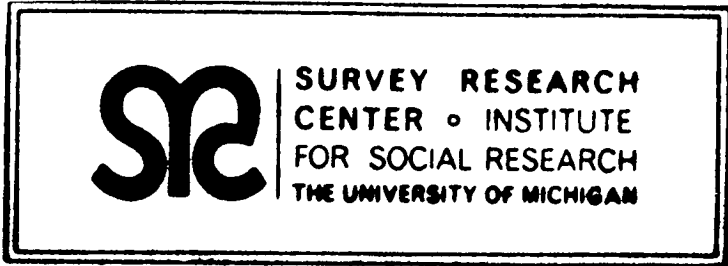
1972

CARD J2

INFLATION



P. 495403



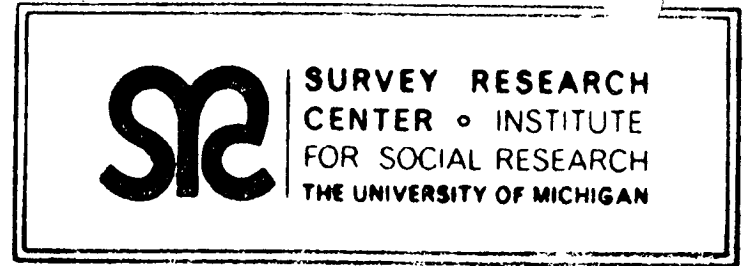
CARD J3

WHY WHITES ARE BETTER OFF THAN BLACKS

For each statement, do you: Agree a great deal  
Agree somewhat  
Disagree somewhat, or  
Disagree a great deal?

- 1) A small group of powerful and wealthy white people control things and act to keep black people down.
- 2) The differences are brought about by God; God made the races different as part of his divine plan.
- 3) It's really a matter of some people not trying hard enough; that if blacks would only try harder they could be just as well off as whites.
- 4) Generations of slavery and discrimination have created conditions that make it difficult for black people to work their way out of the lower class.
- 5) Black Americans teach their children values and skills which are different from those which are required to be successful in American society.

1972



CARD J4

WHY WHITES ARE BETTER OFF THAN BLACKS

For each statement, do you: Agree a great deal  
Agree somewhat  
Disagree somewhat, or  
Disagree a great deal?

- 1) A small group of powerful and wealthy white people control things and act to keep blacks down.
- 2) The differences are brought about by God; God made the races different as part of his divine plan.
- 3) It's really a matter of some people not trying hard enough; that if blacks would only try harder they could be just as well off as whites.
- 4) Generations of slavery and discrimination have created conditions that make it difficult for blacks to work their way out of the lower class.
- 5) Black Americans teach their children values and skills which are different from those which are required to be successful in American society.
- 6) Blacks come from a less able race and this explains why blacks are not as well off as whites in America.

(POST-ELECTION FORM II) 1972



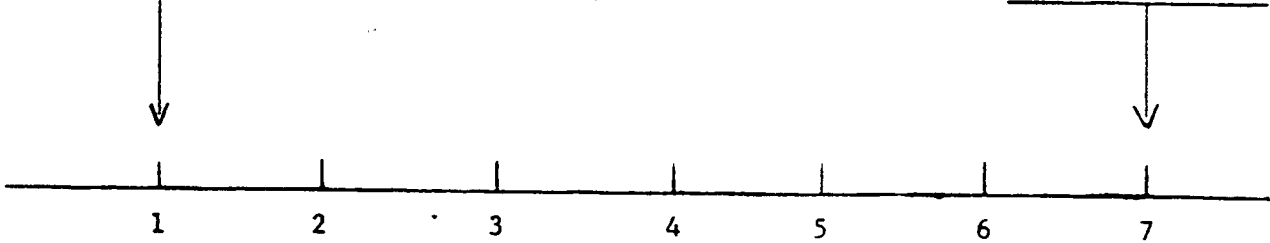
1972

CARD J5

STANDARD OF LIVING

Government See to  
Job and Good  
Standard of Living

Government Let  
Each Person Get  
Ahead on His Own



P. 495403



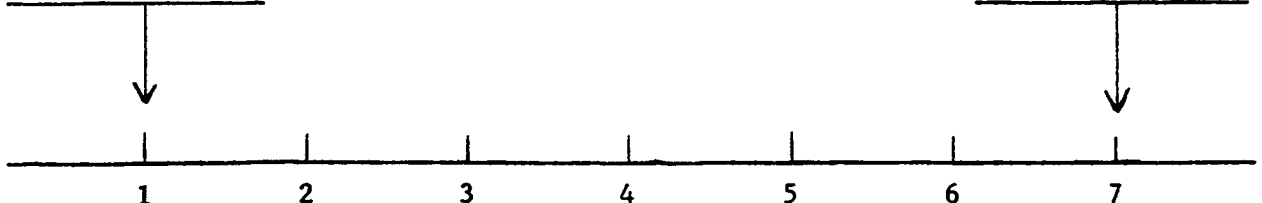
1972

CARD J6

TAXATION

Increase the Tax  
Rate for High  
Incomes

Have the Same Tax  
Rate for Everyone





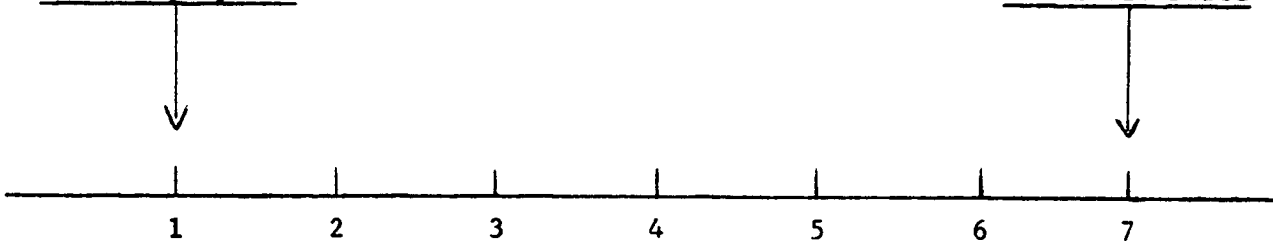
1972

CARD J7

URBAN PROBLEMS

Solve Problems  
of Poverty  
and Unemployment

Use all  
Available Force



P. 495403



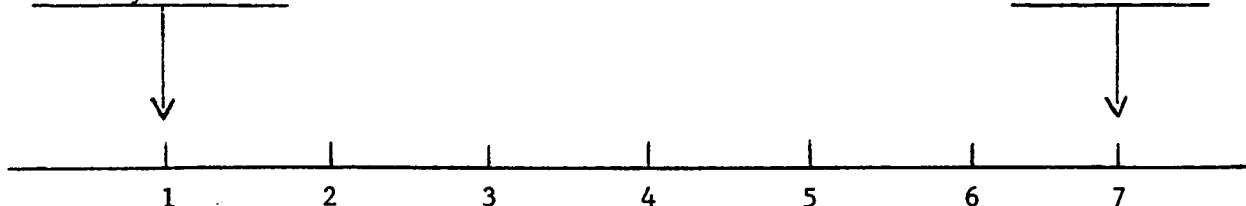
1972

CARD J8

COLLEGE UNREST

Sympathetic With  
Students and  
Faculty

Use Force to  
Stop Distur-  
bances

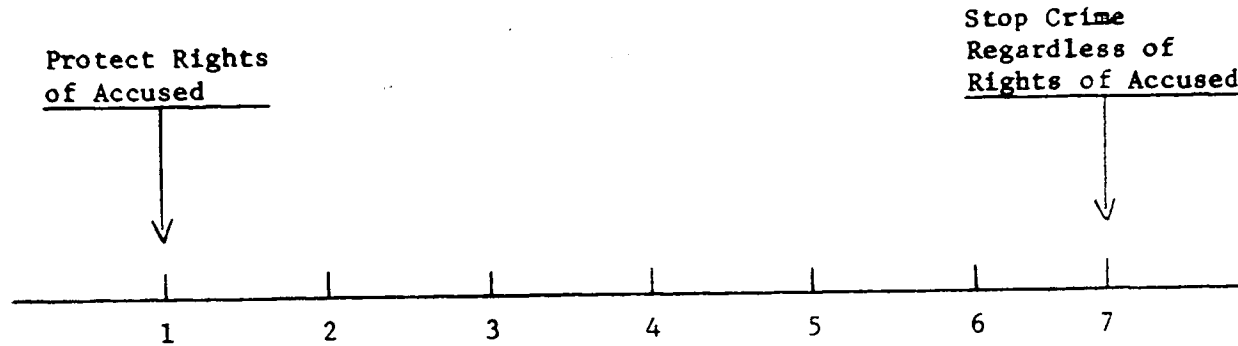




1972

CARD J9

RIGHTS OF ACCUSED



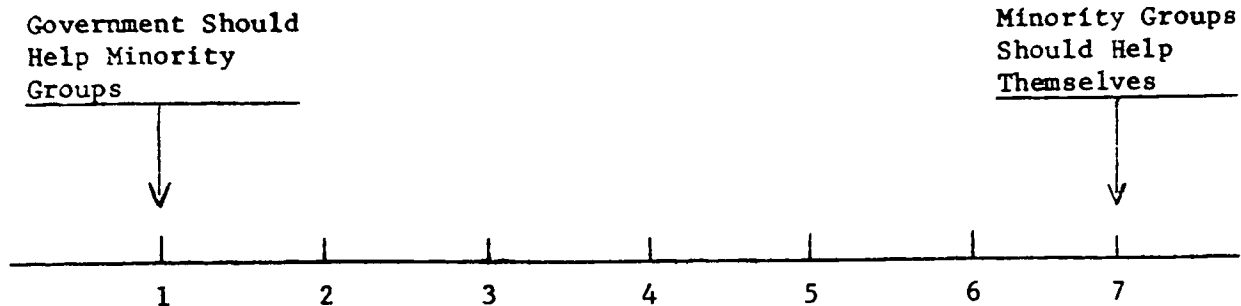
P. 495403



1972

CARD J10

MINORITIES





1972

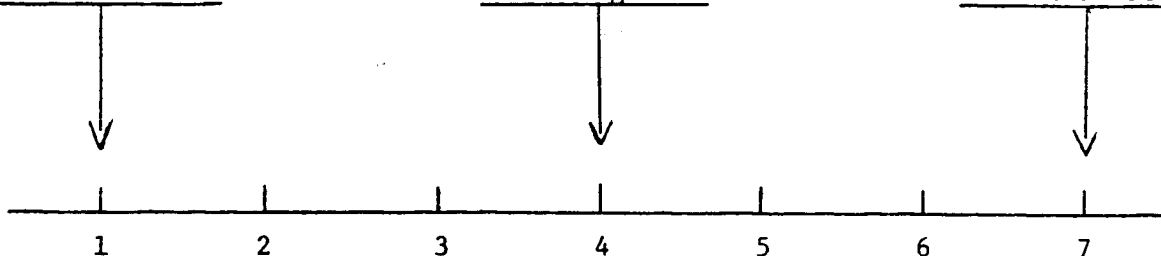
CARD J11

HOW MUCH GROUPS AGREE

The Two Groups  
Always Agree  
With Each Other

The Two Groups  
Neither Agree  
Nor Disagree

The Two Groups  
Always Disagree  
With Each Other



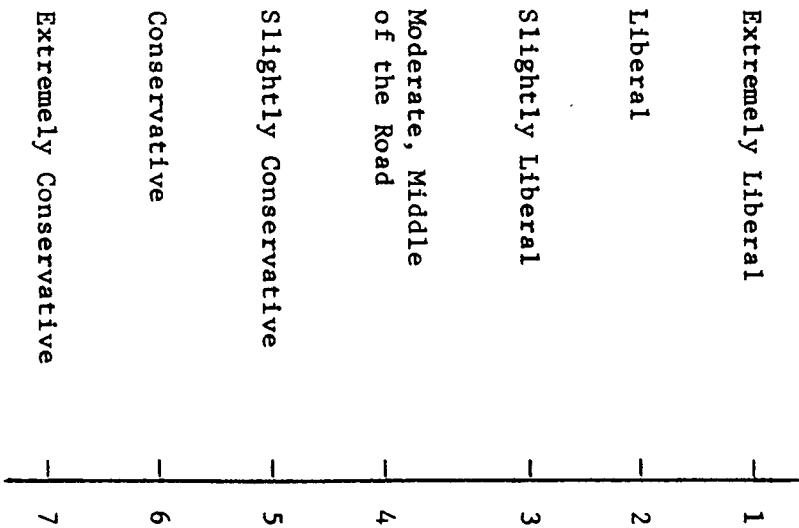
P. 495403



**SURVEY RESEARCH  
CENTER • INSTITUTE  
FOR SOCIAL RESEARCH  
THE UNIVERSITY OF MICHIGAN**

CARD J12

POLITICAL VIEWS



P. 495403 (POST-ELECTION FORMS I, II)

1972





SURVEY RESEARCH  
 CENTER • INSTITUTE  
 FOR SOCIAL RESEARCH  
 THE UNIVERSITY OF MICHIGAN

CARD J13

ANSWERS TO STATEMENTS ABOUT POOR PEOPLE

- Agree a great deal
- Agree somewhat
- Disagree somewhat
- Disagree a great deal

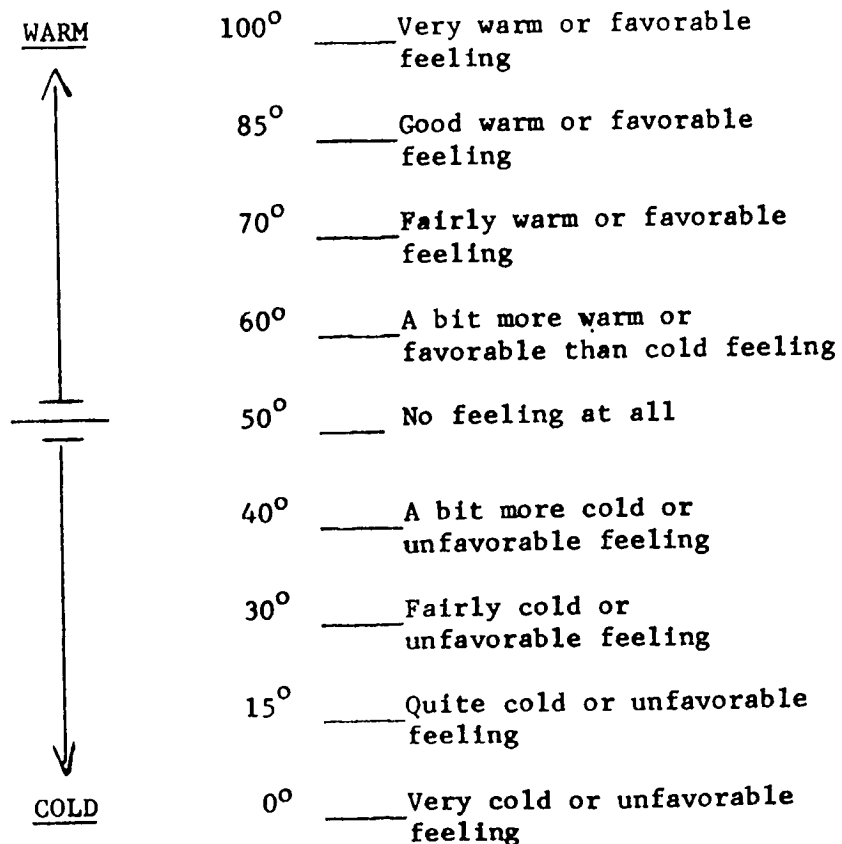
P. 495403 (POST-ELECTION FORM II) 1972



SURVEY RESEARCH  
 CENTER • INSTITUTE  
 FOR SOCIAL RESEARCH  
 THE UNIVERSITY OF MICHIGAN

CARD K1

"FEELING" THERMOMETER



P. 495403 (POST-ELECTION FORMS I, II) 1972



**SURVEY RESEARCH  
CENTER • INSTITUTE  
FOR SOCIAL RESEARCH  
THE UNIVERSITY OF MICHIGAN**

CARD K2

**GROUP INFLUENCE**

1. This group has too much influence in American life and politics.
2. This group has just about the right amount of influence.
3. This group has too little influence.



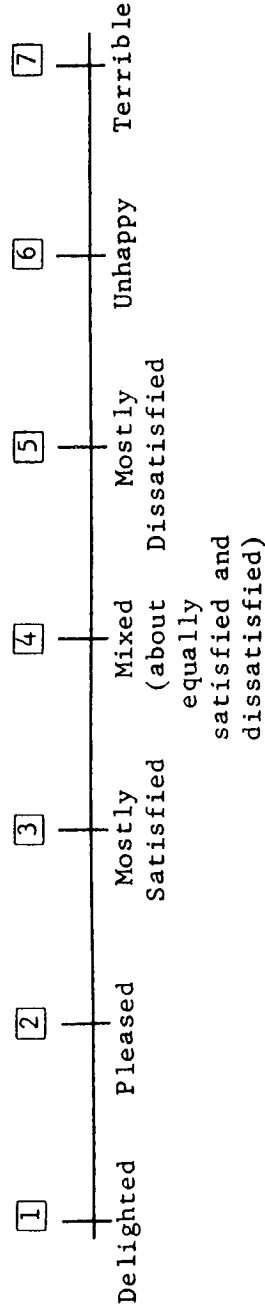
**SURVEY RESEARCH CENTER  
INSTITUTE FOR SOCIAL RESEARCH  
THE UNIVERSITY OF MICHIGAN  
ANN ARBOR, MICHIGAN 48106**

1972

(POST-ELECTION FORM II)

CARD L1

I feel:



A Neutral (neither satisfied nor dissatisfied)

B I never thought about it

C Does not apply to me



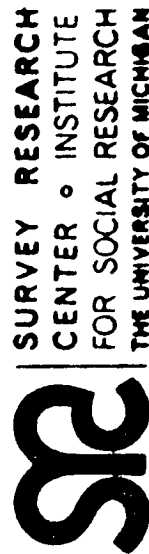
**SURVEY RESEARCH  
CENTER • INSTITUTE  
FOR SOCIAL RESEARCH  
THE UNIVERSITY OF MICHIGAN**

CARD M1

WHICH GROUPS DO YOU FEEL CLOSE TO?

- a) Businessmen
- b) Liberals
- c) Southerners
- d) Poor People
- e) Catholics
- f) Protestants
- g) Jews
- h) Young people
- j) Whites
- k) Blacks
- m) Conservatives
- n) Women
- p) Middle-Class people
- q) Workingmen
- r) Farmers
- s) Older people

1972



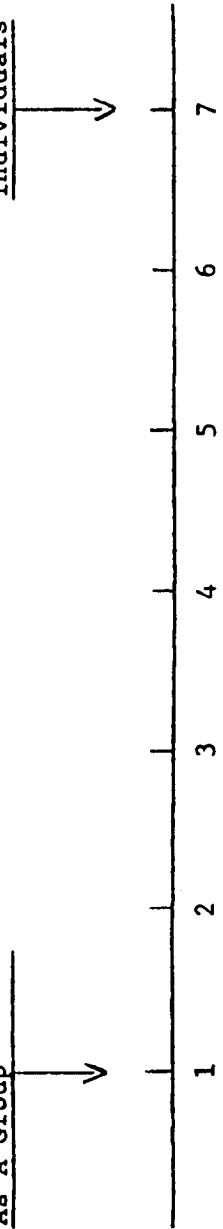
**SURVEY RESEARCH  
CENTER • INSTITUTE  
FOR SOCIAL RESEARCH  
THE UNIVERSITY OF MICHIGAN**

(POST-ELECTION FORMS I, II)  
1972

CARD M2

Organize Together  
As A Group

Work As  
Individuals



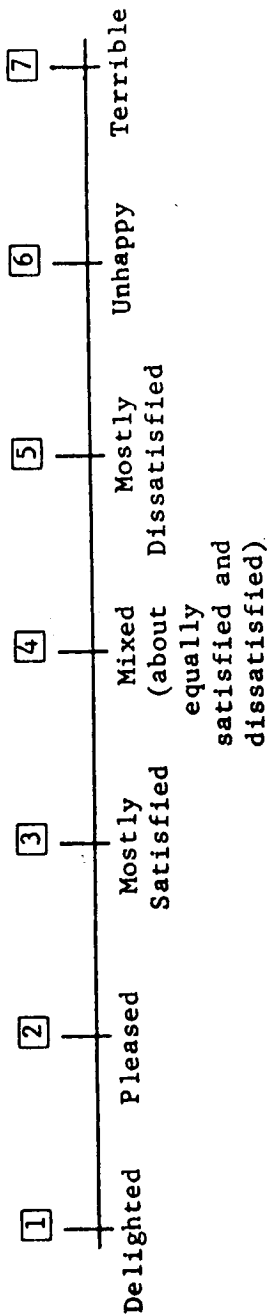


**SURVEY RESEARCH  
CENTER • INSTITUTE  
FOR SOCIAL RESEARCH  
THE UNIVERSITY OF MICHIGAN**

(POST-ELECTION FORM I)  
1972

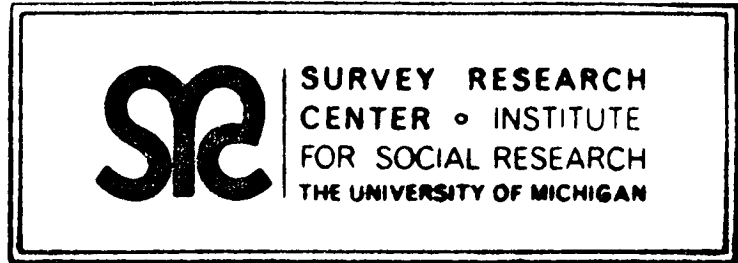
CARD S1

I feel:



A I can't answer that question

P. 495403



CARD W1

ANSWERS TO STATEMENTS ABOUT OTHER PEOPLE

- Strongly Agree
- Mildly Agree
- Neither Agree nor Disagree
- Mildly Disagree
- Strongly Disagree

P. 495403 (POST-ELECTION FORM I)

1972



SURVEY RESEARCH  
 CENTER • INSTITUTE  
 FOR SOCIAL RESEARCH  
 THE UNIVERSITY OF MICHIGAN

CARD X1

FACTORS IN HOW MUCH MONEY I MAKE OVER THE NEXT 5 YEARS

- a) What happens to my company or employer
- b) What happens to people of my race or national background
- c) What I, myself, do
- d) What my union, trade, or professional organization is able to do for their membership
- e) What happens to the national economy

1972

P. 495403 (POST-ELECTION FORMS I, II)



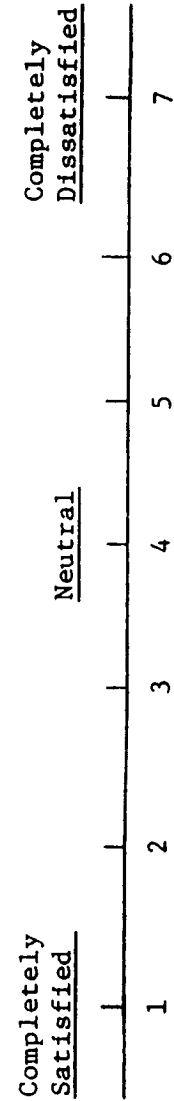
SURVEY RESEARCH  
 CENTER • INSTITUTE  
 FOR SOCIAL RESEARCH  
 THE UNIVERSITY OF MICHIGAN

(POST-ELECTION FORMS I, II)

1972

CARD X2

SATISFACTION WITH LIFE AS A WHOLE





SURVEY RESEARCH  
CENTER • INSTITUTE  
FOR SOCIAL RESEARCH  
THE UNIVERSITY OF MICHIGAN

CARD X3

ACTIVITIES

- a) Taking part in football pools
- b) Taking part in check pools
- c) Playing bingo
- d) Playing poker
- e) Betting on the horses
- f) Playing bid whist
- g) Shooting dice
- h) Buying lottery tickets
- j) Speculation on land
- k) Playing bridge
- m) Playing the numbers
- n) Entering magazine contests
- p) Playing pinochle
- r) Taking part in baseball pools
- s) Buying sweepstakes tickets
- t) Buying raffle tickets
- u) Buying stocks and bonds

1972



**SURVEY RESEARCH CENTER**  
INSTITUTE FOR SOCIAL RESEARCH  
THE UNIVERSITY OF MICHIGAN  
ANN ARBOR, MICHIGAN 48106

*(Do not write in above space)*

1. Interviewer's Label

2. P S U \_\_\_\_\_

3. Your Interview No. \_\_\_\_\_

4. Date \_\_\_\_\_

FOR USE WITH BOTH FORMS I AND II

QUESTIONS N1-N19

In each of these questions, we have listed two statements. Check the one that you agree with most.

(CHECK ONE BOX FOR EACH SET OF STATEMENTS.)

- N1. 1.  People who are born poor have less chance to get ahead than other people.
5.  People who have the ability and work hard have the same chance as anyone else, even if their parents were poor.
- N2. 1.  Many qualified women can't get good jobs; men with the same skills have much less trouble.
5.  In general, men are more qualified than women for jobs that have great responsibility.
- N3. 1.  Discrimination affects all Black people. The only way to handle it is for Blacks to organize together and demand rights for all.
5.  Discrimination may affect all Blacks but the best way to handle it is for each individual to act like any other American--to work hard, get a good education, and mind his own business.
- N4. 1.  Women can best overcome discrimination by pursuing their individual career goals in as feminine a way as possible.
5.  It is not enough for a woman to be successful herself; women must work together to change laws and customs that are unfair to all women.
- N5. 1.  It's lack of skill and abilities that keep many Black people from getting a job. It's not just because they're Black. When a Black person is trained to do something, he is able to get a job.
5.  Many qualified Black people can't get a good job. White people with the same skills wouldn't have any trouble.
- N6. 1.  Many poor people simply don't want to work hard.
5.  The poor are poor because the American way of life doesn't give all people an equal chance.



- N7. 1.  The best way for Blacks to overcome discrimination is through pressure and social action.
5.  The best way to overcome discrimination is for each individual Black to be even better trained and more qualified than the most qualified white person.
- N8. 1.  It's more natural for men to have the top responsible jobs in a country.
5.  Sex discrimination keeps women from the top jobs.
- N9. 1.  Many Blacks have only themselves to blame for not doing better in life. If they tried harder, they'd do better.
5.  When two qualified people, one Black and one white, are considered for the same job, the Black won't get the job no matter how hard he tries.
- N10. 1.  The best way to handle problems of discrimination is for each woman to make sure she gets the best training possible for what she wants to do.
5.  Only if women organize and work together can anything really be done about discrimination.
- N11. 1.  Racial discrimination is here to stay.
5.  People may be prejudiced, but it's possible for American society to completely rid itself of racial discrimination.
- N12. 1.  Many Black people who don't do well in life do have good training, but the opportunities just always go to whites.
5.  Black people may not have the same opportunities as whites, but many Blacks haven't prepared themselves enough to make use of the opportunities that come their way.
- N13. 1.  It's the lack of skills and abilities that keep most unemployed people from getting a job; if they had the skills most of them could get a job.
5.  Many people with skills can't get a job; there just aren't any jobs for them.

- N14. 1.  People who blame discrimination generally do it to cover their own weaknesses.
5.  The person's skill and effort are important but many people still face serious discrimination in our society.
- N15. 1.  By nature women are happiest when they are making a home and caring for children.
5.  Our society, not nature, teaches women to prefer homemaking to work outside the home.
- N16. 1.  The attempt to "fit in" and do what's proper hasn't paid off for Blacks. It doesn't matter how "proper" you are, you'll still meet serious discrimination if you're Black.
5.  The problem for many Blacks is that they aren't really acceptable by American standards. Any Black who is educated and does what is considered proper will be accepted and will get ahead.
- N17. 1.  Men have more of the top jobs because they are born with more drive to be ambitious and successful than women.
5.  Men have more of the top jobs because our society discriminates against women.
- N18. 1.  The racial situation in America may be very complex, but with enough money and effort, it is possible to get rid of racial discrimination.
5.  We'll never completely get rid of discrimination. It's part of human nature.
- N19. 1.  Blacks and other minorities no longer face unfair employment conditions. In fact, they are favored in many training and job programs.
5.  Even with the new programs, minorities still face the same old job discrimination once the program is over.