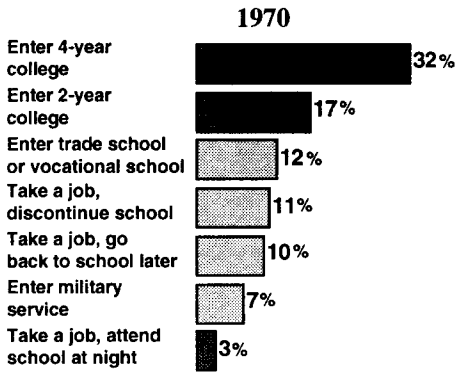


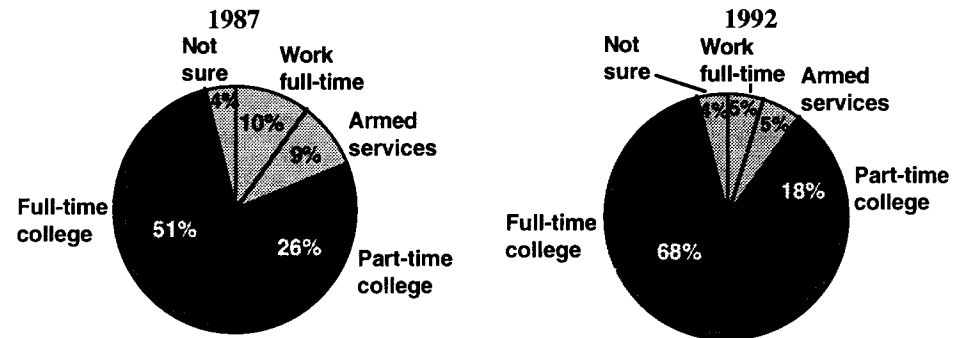
American Youth Culture: A Roper Center Review

Question: What do you plan to do after you graduate from high school?



Note: Sample of 12-17 year olds.
Source: Survey by the Opinion Research Corporation, July 18-August 5, 1970.

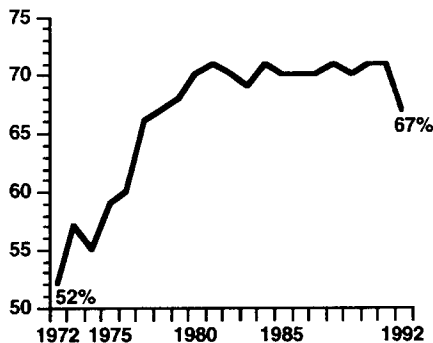
Question: What are you likely to do after high school—attend college full-time? Find a job and go to college part-time? Join the armed services? Work full-time?



Note: Sample of 13-17 year olds.
Source: Surveys by the Gallup Organization, for the years shown.

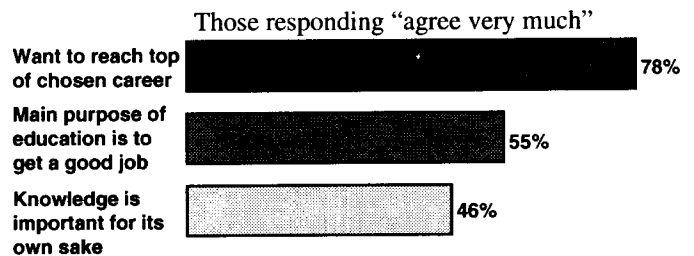
How has American youth culture changed from the protest era of the late 1960s on through to the present? In conjunction with the article by Sharon Warden, Center staff reviewed a wide assortment of data bearing on this question—including Gallup youth polls, the annual surveys of entering college freshman done for the American Council on Education by the Higher Education Research Institute at UCLA, and the surveys taken for the National Institute for Drug Abuse by the University of Michigan's Institute for Social Research. As the data on this page attest, high school age youth have become markedly more inclined over this span to plan to enter college upon their high school graduation. And, contrary to the accepted wisdom, entering college freshman are now much more optimistic about their post-graduation prospects than were their counterparts in the early 1970s—despite the dip in optimism during the recent recession.

Question: What is your best guess as to the chances that you will... find a job after college graduation in the field for which you were trained?



Note: Sample of college freshman.
Source: Surveys by the Higher Education Research Institute (HERI) for the American Council on Education (ACE), latest that of fall 1992.

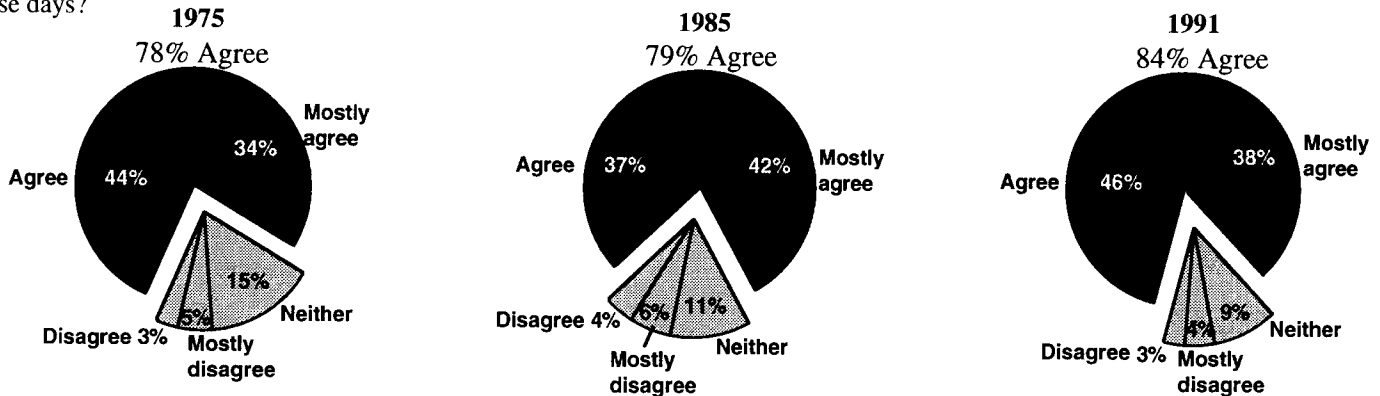
Question: ...Tell me whether you agree very much, agree somewhat, disagree somewhat, or disagree very much [with each of the following:]



Note: Sample of 13-17 year olds.
Source: Survey by the Gallup Organization, July 1991.

While Young By Growing Proportions Say That There Is Too Much Materialism...

Question: How much do you agree or disagree with each of the following statements...people are too much concerned with material things these days?

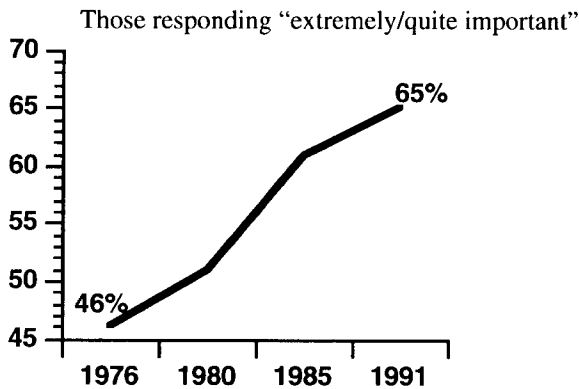


Note: Sample of high school seniors.

Source: Surveys by the Institute for Social Research (ISR) for the National Institute of Drug Abuse (NIDA), for the years shown.

...They Have Increasingly Stressed Making Lots of Money

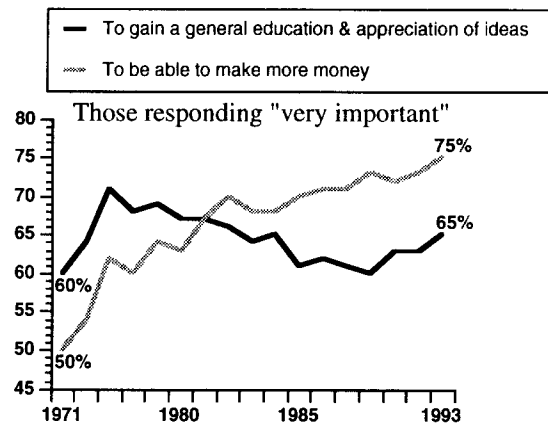
Question: How important is each of the following to you in your life....Having lots of money?



Note: Sample of high school seniors.

Source: Surveys by ISR for NIDA, for the years shown.

Question: In deciding to go to college, how important to you was each of the following reasons...?

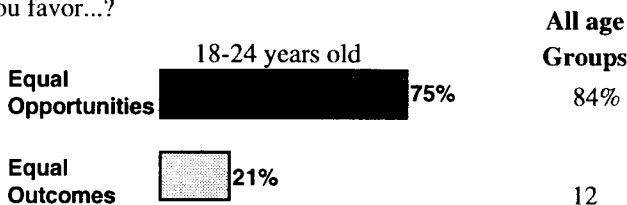


Note: Sample of college freshman.

Source: Surveys by HERI for ACE, done annually.

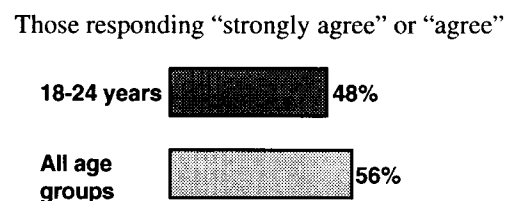
Equality: Opportunity, Yes; Results, No

Question: Some people think America should promote equal opportunity for all, that is, allowing everyone to compete for jobs and wealth on a fair and even basis. Other people think America should promote equal outcomes, that is, insuring that everyone has a decent standard of living and that there are only small differences in wealth and income between the top and bottom of society. Which do you favor...?



Source: Survey by the National Opinion Research Center-General Social Survey (NORC-GSS), February 5-April 26, 1993.

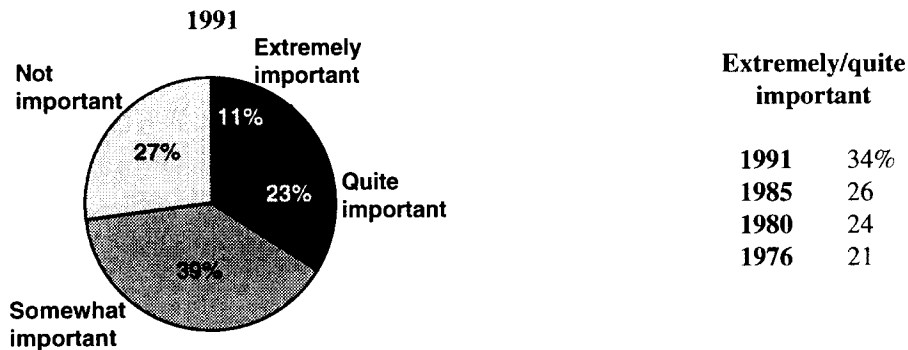
Question: ...Please tell me whether you strongly agree, agree, neither agree nor disagree, disagree, or strongly disagree... People should be allowed to accumulate as much wealth as they can even if some make millions while others live in poverty.



Source: Survey by the NORC-GSS, February 5-April 26, 1993.

Young Americans...Rising Self Confidence and Expectations

Question: How important is each of the following to you in your life...being a leader in my community?



Extremely/quite important

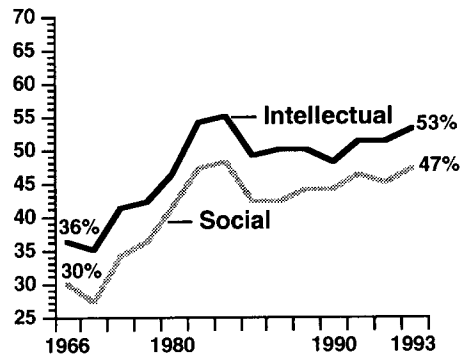
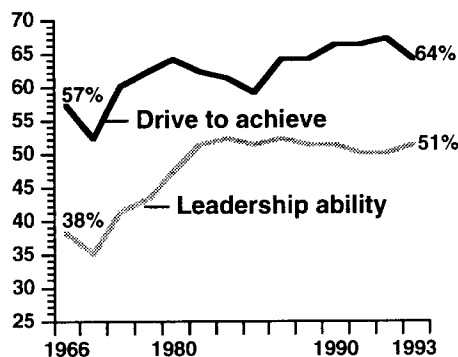
1991	34%
1985	26
1980	24
1976	21

Note: Sample of high school seniors.

Source: Surveys by ISR for NIDA, for the years shown.

Question: Rate yourself on each of the following traits as compared with the average person your age....Drive to achieve...Leadership ability...Self-confidence (Intellectual)...Self-confidence (Social)?

Those responding "above average" or "highest 10 percent"



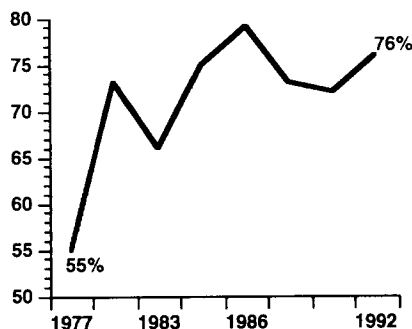
Note: Sample of college freshman.

Source: Surveys by HERI for ACE, latest that of fall 1993.

Increasing "Cultural Conservatism"

Question: Generally speaking, do you think it is too easy, or not easy enough for people in this country to get divorced?

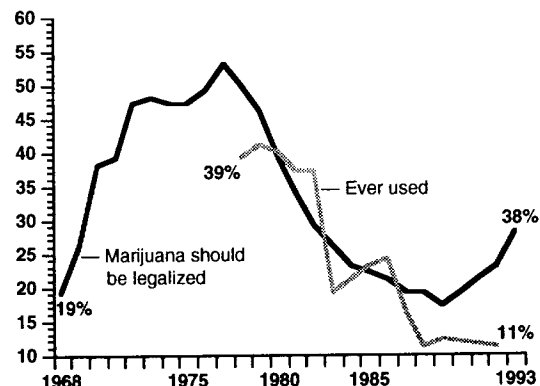
Those responding "too easy"



Note: Sample of 13-17 year olds.

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

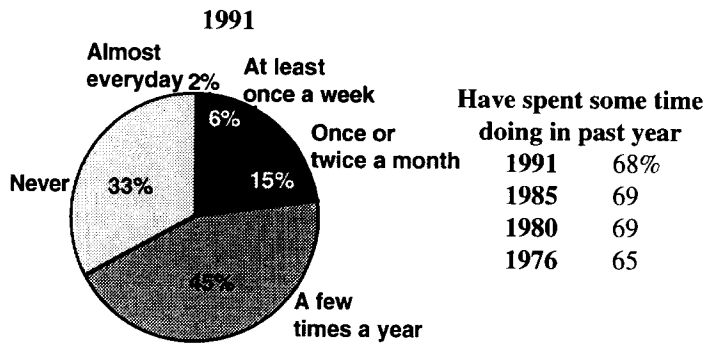
Question: Have you, yourself, ever happened to try marijuana? Do you agree...or disagree...Marijuana should be legalized?



Source: ("Ever use" question) 13-17 year old surveys by the Gallup Organization, latest that of September-October 1992; (legalization question) the college freshman surveys by HERI, latest that of fall 1993.

Still, Many Norms Are Little Changed

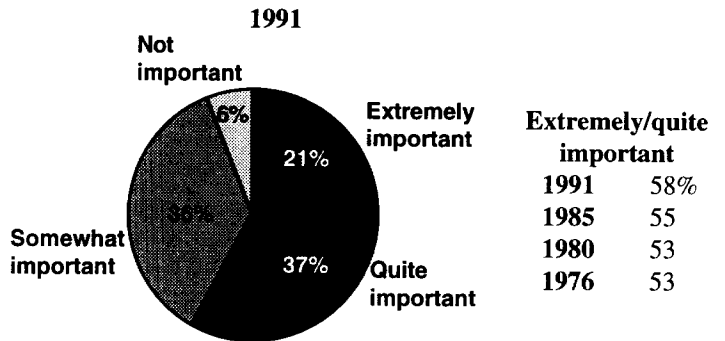
Question: ...How often do you do each of the following...participate in community affairs or volunteer work?



Note: Sample of high school seniors.

Source: Surveys by the Institute for Social Research (ISR) for the National Institute on Drug Abuse (NIDA), for the years shown.

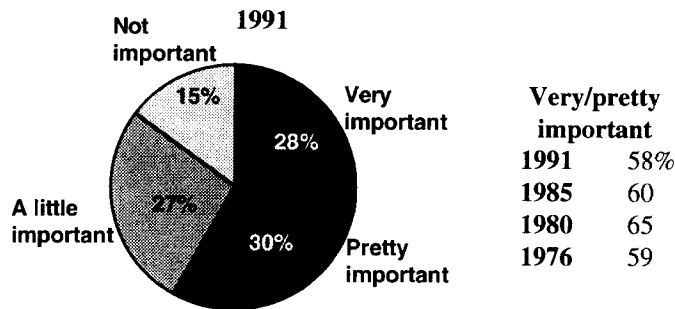
Question: How important is each of the following to you in your life...making a contribution to society?



Note: Sample of high school seniors.

Source: Surveys by ISR for NIDA, for the years shown.

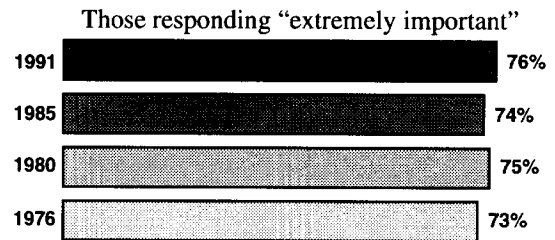
Question: How important is religion in your life?



Note: Sample of high school seniors.

Source: Surveys by ISR for NIDA, for the years shown.

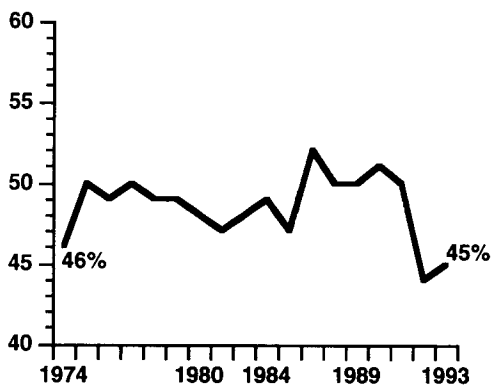
Question: How important is each of the following to you in your life...having a good marriage and family life?



Note: Sample of high school seniors.

Source: Surveys by ISR for NIDA, for the years shown.

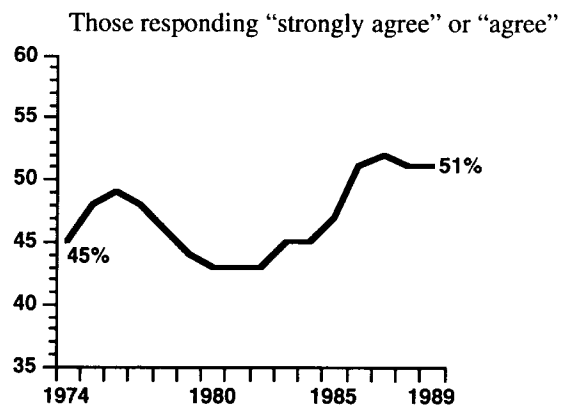
Question: ...If two people really like each other, it's all right for them to have sex even if they've known each other for only a very short time?



Note: Sample of college freshman.

Source: Surveys by HERI for ACE, latest that of fall 1993.

Question: ...A couple should live together for some time before deciding to get married?



Note: Sample of college freshman.

Source: Surveys by HERI for ACE, latest that of fall 1989.