

## American Values Survey Appendix: 2012 Values Scales

### GOVT SCOPE & PERFORMANCE

Government regulation of business usually does more harm than good (*disagree=high*) [Q30i]

Agree    Disagree

57    37

When something is run by the government, it is usually inefficient and wasteful (*disagree=high*) [Q30k]

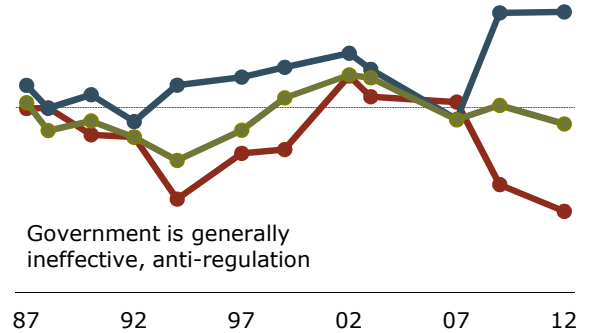
59    37

The federal government controls too much of our daily lives (*disagree=high*) [Q30l]

62    36

### Govt Scope & Performance Index

Government is generally effective, pro-regulation



Government is generally ineffective, anti-regulation

### SOCIAL SAFETY NET

It is the responsibility of the government to take care of people who can't take care of themselves (*agree=high*) [Q40e]

Agree    Disagree

59    36

The government should help more needy people even if it means going deeper in debt (*agree=high*) [Q40f]

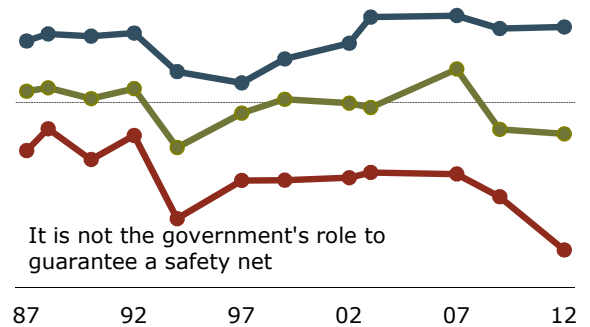
43    52

The government should guarantee every citizen enough to eat and a place to sleep (*agree=high*) [Q40g]

59    39

### Social Safety Net Index

Government has a responsibility to help those in need



It is not the government's role to guarantee a safety net

### GOVERNMENT RESPONSIVENESS

People like me don't have any say about what the government does (*disagree=high*) [Q30a]

Agree    Disagree

55    43

Generally speaking, elected officials in Washington lose touch with the people pretty quickly (*disagree=high*) [Q30b]

81    16

Most elected officials care what people like me think (*agree=high*) [Q30c]

35    62

Voting gives people like me some say about how government runs things (*agree=high*) [Q30d]

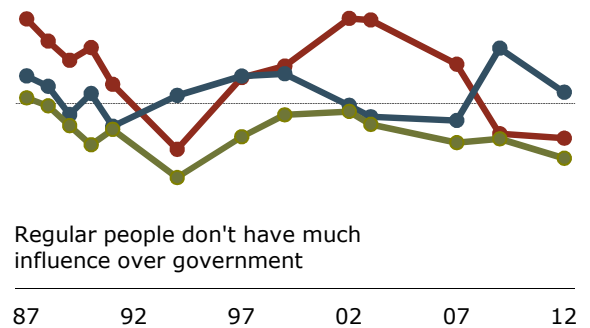
69    29

The government is really run for the benefit of all the people (*agree=high*) [Q30m]

41    57

### Government Responsiveness Index

Elected and other government officials listen to the public



Regular people don't have much influence over government

## American Values Survey Appendix: 2012 Values Scales Continued...

### ENVIRONMENTALISM

There needs to be stricter laws and regulations to protect the environment (*agree=high*) [Q40a]

Agree    Disagree

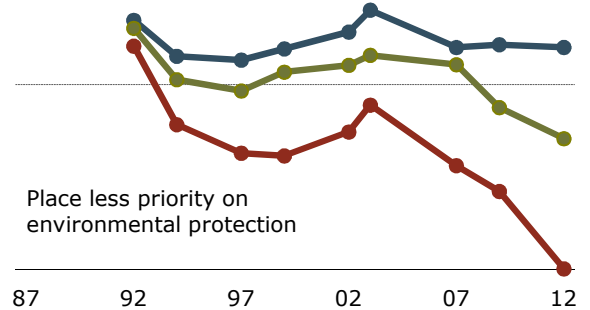
74    25

People should be willing to pay higher prices in order to protect the environment (*agree=high*) [Q40b]

43    54

#### Environmentalism Index

Do more to protect the environment



Place less priority on environmental protection

### EQUAL OPPORTUNITY (Among Whites)

Our society should do whatever is necessary to make sure that everyone has an equal opportunity to succeed (*agree=high*) [Q40c]

Agree    Disagree

86    11

We have gone too far in pushing equal rights in this country (*disagree=high*) [Q40d]

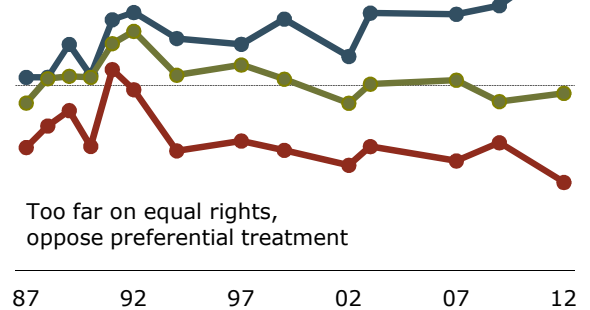
42    53

We should make every possible effort to improve the position of blacks and other minorities, even if it means giving them preferential treatment (*agree=high*) [Q40i]

33    62

#### Equal Opportunity Index

Ensure equal opportunity, even if preferential treatment



Too far on equal rights, oppose preferential treatment

### BUSINESS ATTITUDES

There is too much power concentrated in the hands of a few big companies (*disagree=high*) [Q30o]

Agree    Disagree

75    22

Business corporations make too much profit (*disagree=high*) [Q30p]

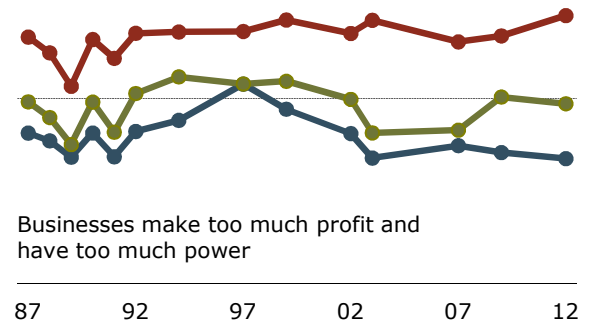
61    35

Business corporations generally strike a fair balance between making profits and serving the public interest (*agree=high*) [Q30n]

38    58

#### Business Attitudes Index

Businesses make fair profits and are not too powerful



Businesses make too much profit and have too much power

## American Values Survey Appendix: 2012 Values Scales Continued...

### NATIONAL SECURITY

It is my belief that we should get even with any country that tries to take advantage of the United States (*agree=high*) [Q40o]

Agree    Disagree

43

49

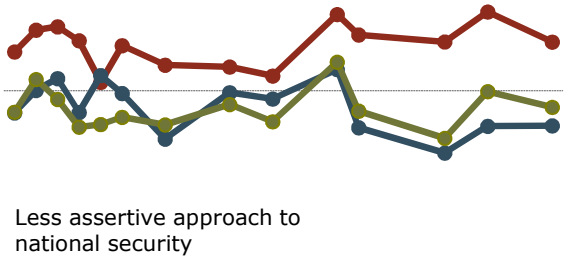
### National Security Index

Assertive approach to national security

The best way to ensure peace is through military strength (*agree=high*) [Q40p]

53

43



Less assertive approach to national security

87    92    97    02    07    12

### SOCIAL CONSERVATISM

School boards ought to have the right to fire teachers who are known homosexuals (*agree=high*) [Q41e]

Agree    Disagree

21

75

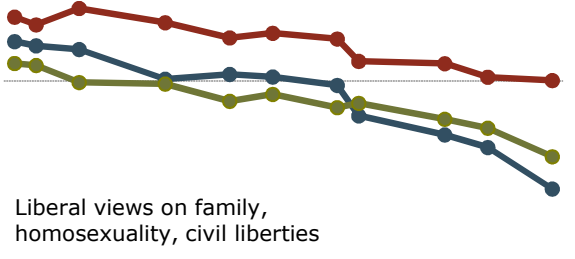
### Social Conservatism Index

Conservative views on family, homosexuality, civil liberties

Books that contain dangerous ideas should be banned from public school libraries (*agree=high*) [Q41f]

40

55



Women should return to their traditional roles in society (*agree=high*) [Q41j]

18

79

I have old fashioned values about family and marriage (*agree=high*) [Q41m]

71

26

There are clear guidelines about what's good or evil that apply to everyone regardless of their situation (*agree=high*) [Q41n]

76

21

87    92    97    02    07    12

### RELIGIOSITY

Prayer is an important part of my daily life (*agree=high*)[Q41a]

Agree    Disagree

76

23

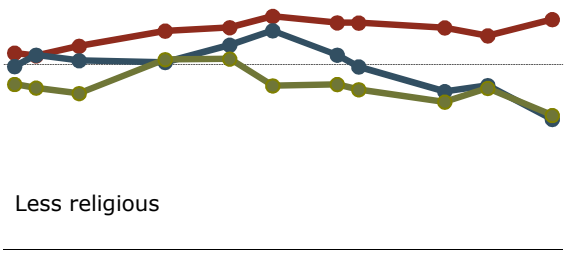
### Religiosity Index

Highly religious

We all will be called before God at the Judgment Day to answer for our sins(*agree=high*) [Q41b]

76

21



I never doubt the existence of God (*agree=high*)[Q41d]

80

18

Less religious

87    92    97    02    07    12

**American Values Survey Appendix: 2012 Values Scales Continued...**

**AMERICAN OPTIMISM**

As Americans we can always find a way to solve our problems and get what we want (*agree=high*) [Q30t]

Agree   Disagree

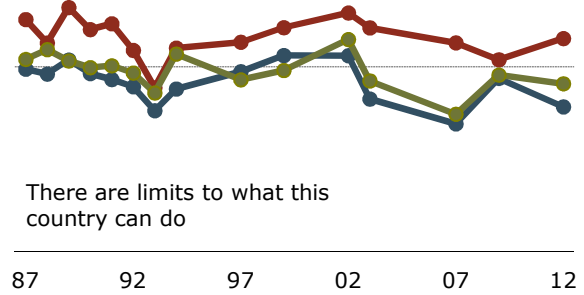
69      28

**American Optimism Index**

America can solve any problems, no limits to growth

I don't believe there are any real limits to growth in this country today (*agree=high*) [Q30u]

51      45



There are limits to what this country can do

**EFFICACY VS. FATALISM**

Success in life is pretty much determined by forces outside our control (*disagree=high*) [Q30e]

Agree   Disagree

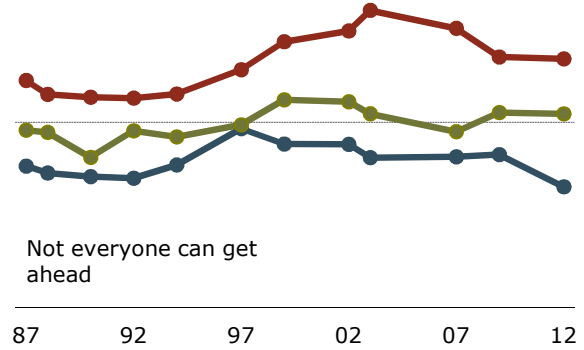
35      63

**Efficacy vs. Fatalism Index**

Everyone can succeed, no structural limits

Hard work offers little guarantee of success (*disagree=high*) [Q30f]

35      63



Not everyone can get ahead

**PERSONAL FINANCIAL SATISFACTION**

I often don't have enough money to make ends meet (*disagree=high*) [Q41t]

Agree   Disagree

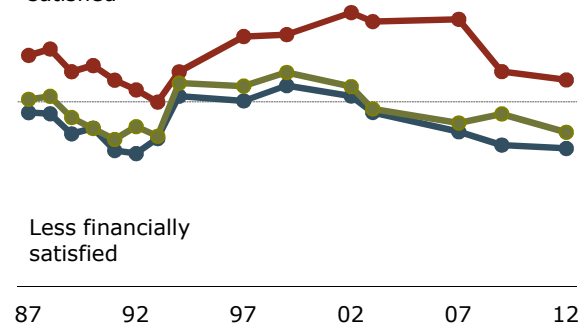
48      51

**Personal Financial Satisfaction Index**

More financially satisfied

I'm pretty well satisfied with the way things are going for me financially (*agree=high*) [Q41v]

53      46



Less financially satisfied

**American Values Survey Appendix: 2012 Values Scales Continued...**

**POLITICAL ENGAGEMENT**

I feel it's my duty as a citizen to always vote  
(*agree=high*) [Q41w]

Agree   Disagree

90   9

I'm interested in keeping up with national affairs  
(*agree=high*) [Q41x]

86   13

I'm pretty interested in following local politics  
(*agree=high*) [Q41z]

78   21

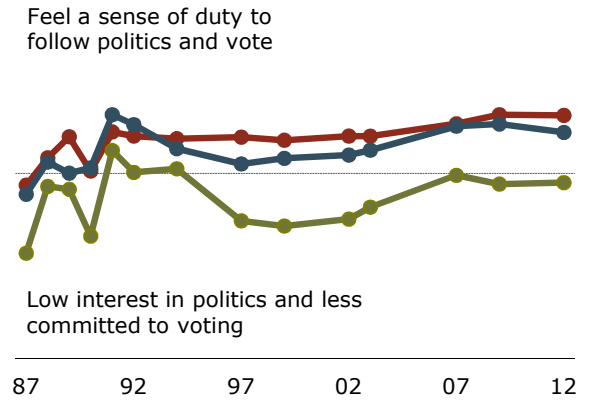
I feel guilty when I don't get a chance to vote  
(*agree=high*) [Q41bb]

67   28

**Political Engagement Index**

Feel a sense of duty to follow politics and vote

Low interest in politics and less committed to voting



**LABOR**

Labor unions are necessary to protect the working person (*agree=high*) [Q41o]

Agree   Disagree

64   33

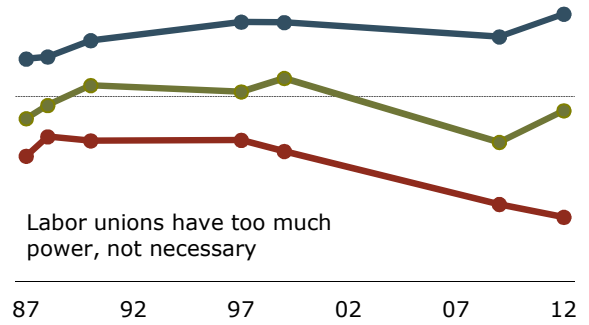
Labor unions have too much power  
(*disagree=high*) [Q41p]

57   37

**Labor Index**

Labor unions are necessary, don't have too much power

Labor unions have too much power, not necessary



**IMMIGRATION**

We should restrict and control people coming to live in our country more than we do now  
(*disagree=high*) [Q40n]

Agree   Disagree

69   28

The growing number of newcomers from other countries threaten traditional American customs and values (*disagree=high*) [Q40z]

46   48

**Immigration Index**

Newcomers not a threat to U.S. values, no additional immigration restrictions

Newcomers threaten U.S. values, additional immigration restrictions

