


1976

"The Typical American" Source Materials

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School for International Training

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"THE TYPICAL AMERICAN"

SOURCE MATERIALS

by

Laurence D. Ebner

MAY VI

DOCUMENTS OF THE UNIVERSITY
The School for International Training
of THE EXPERIMENT IN INTERNATIONAL LIVING
Brettleboro, Vermont

Submitted in partial fulfillment of the requirements of the Master of Arts in Teaching English as a Second Language, at the School for International Training of the Experiment in International Living in Brettleboro, Vermont.

July, 1976

Accepted in its present form:

D. Clark _____

ABSTRACT

There are three components to the resource materials in this project. There are: a packet of approximately one hundred small (3" x 5") index cards, a packet of about two hundred large (4" x 6") index cards, and a type-written paper. The small index cards contain statistical information, the large index cards contain quotations, and the paper has an introduction to the entire project and the numerical distribution of responses to a questionnaire entitled: "The Typical American". In the introduction, the basic tenets and format of the project are given as well as possible uses for it. The materials may be used collectively as a single resource or separately in any of its three parts.

The materials are to be used as teaching aids. They may be used in classes of foreign students studying English in the United States or students of English abroad with an interest in American culture. The materials may also be used for Americans who will have foreign students. The materials are to be used primarily as an orientation to the culture and society of the United States of America. They are meant specifically to deal with the collectively perceived entity known as "the American". The materials may be used to heighten the awareness of Americans to preconceptions about their culture and how they may be viewed as representatives of it.

"THE TYPICAL AMERICAN"

RESOURCE MATERIALS

INTRODUCTION

This project is in response to the many questions of students of English as a Foreign Language about Americans and their culture. There is usually much difficulty in responding to queries about what Americans eat, earn, like, do, et cetera. Students of English as a Foreign Language are often curious about the culture and nature of the speakers of English in the United States of America. The project provides answers to some of the questions most commonly posed by foreigners and gives a variety of views about America and its people. Most people have opinions about America and Americans. This is the case with Americans. This is true whether a person has had personal contact with Americans or not. Today it is increasingly difficult to avoid contact with or exposure to things American. American products and technology, music and motion pictures, businesses and investment are everywhere. Americans are among the most travelled people on earth. The nation itself is one of vast space and a multitude of religions, races, and immigrant nationalities. Is there then something peculiarly common to all Americans? Is there a "typical American?"

"Typical" is defined in The Concise Oxford Dictionary as: "serving as a type or characteristic example, representative, symbolic, emblematic, serving to distinguish...." The individual Americans differ in specific traits, but are there common characteristics which are symbolic of an American? What is the perception of "the American"? Are these perceptions carefully or haphazardly formulated? Are they of consequence to their holders? The materials in this project are intended to show these views. They are to form a base for a further examination of the "typical American".

The project consists of approximately one hundred small (3" x 5") index cards, about two hundred large (4" x 6") index cards, and this paper. The introduction to the project explains the concepts behind its creation and the manner in which it was created. It shows how the various parts were collected, why they were used, and the format.

This portion of the introduction is followed by examples and suggestions as to the use of the project. Collectively as a single unit or as a source for specific information, this project will provide a rich source of data and commentary on American life. It is hoped that additional information and views will be continually added to the card file. Up-dating of data and the contribution of quotations from other sources is encouraged. The project has been done at the School for International Training in Brattleboro, Vermont, at the University of Isfahan in Iran, and in Zurich, Switzerland.

STATISTICAL INFORMATION

The small index cards contain statistical information gathered from various sources on the physical characteristics, habits, activities, and life-style of the American people. The information has been carefully collected from data compiled from agencies such as the United States Census Bureau, the United States Department of Commerce, the United Nations, UNESCO, the George Gallup Agency and others. Their information has been expertly and professionally gathered and collated. The data is most usually given numerically in terms of percentages or distribution rates. Occasionally, it is presented in the form of an evaluation of data or an explanation of it by some expert. From this information one may gain a portrayal of the statistically provable or average American.

The Concise Oxford Dictionary defines "average" as: "the single value that summarizes or represents the general significance of a set of unequal values...something typical of a group, class, or series." Thusly, the "average American" may be found within the numbers and statistics collected on the small index cards. These data are presented are presented at the close of the introduction in the form of a composite portrait of the "average American". The various categories used are in conjunction with the question asked in the questionnaire entitled "The Typical American".

The information has been calculated by determining averages, medians, simple majorities, and where the largest group of like responses clustered. "Average is exactly or approximately the quotient obtained by dividing the sum total of a set of figures by the number of figures; Median applies to the value that represents the point at which there

are as many instances above as there are below." (The Concise Oxford Dictionary).

It must be cautioned that statisticians are said to be able to prove anything they desire simply through the manipulation of their data. The project is not meant to support or oppose the techniques, motives, or morality of statistical collection or presentation. It should also be cautioned that all statistics cards for any particular subject should be examined as there are occasional discrepancies between sources. The sources were carefully perused to find information most useful to a teacher explaining American culture and civilization.

The cards have been placed in alphabetical sequence by subject matter. At the top of each card, basic information about its source is presented. At the upper-lefthand corner there is a Roman numeral. This refers the reader to the title of the source as it is categorized numerically in the Bibliography cards. In the middle portion of the top of each card in all capital letters, the subject of the card is shown in a short title. At the upper righthand corner, the date of the information is given. This date may differ from the publication date of the source as the information may be quoted indirectly. This would have a typical statistics card as this:

XVIII	MARITAL STATUS	1974
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QUOTATION CARDS

The large index cards contain quotations from different people on America and Americans. There are novelists and poets, social and political scientists, anthropologists, economists, philosophers, and others. A variety of people from many different viewpoints is given as their comments, ideas, and beliefs provide a kaleidoscope of America. These views, expressed throughout the two hundred years of American nationhood, may have been after years of study. They may have been made by someone who had never seen America or an American. Most of the authors are noted in some field, but they may not have used this field as the basis for their observations.

The views, nationalities, eras, and backgrounds of those quoted are varied. This is as the commentary and observation of the American scene has been as well. Their views are often quite personal, as the reaction to the American experience has been. The views have, occasionally, altered the overall character of the American. The oldest commentary was made by Alexis de Tocqueville in 1782. He was among the first to ask: "What is the American?" Even in 1782, he perceived the American as being different from other nationalities. The most recent quotation is from former Black Panther leader, Eldridge Cleaver, who has just returned to the United States after years of self-imposed political exile.

The top portion of the quotation cards contains information similar to that given on the statistics cards. The upper-lefthand corner has a Roman numeral which refers to the numerical categorization of the sources in the Bibliography cards. This is followed by the name of the person making the observation. Following the name, in parentheses, is that person's nationality and expertise or field. Next, is the subject of the card, given in all capital letters. Cross references are given where possible on subject cards. In the upper-righthand corner is the date of the quotation. Again, this may differ from the publication date of the source. Most usually the sources are derived from written works, but a few are from interviews or recordings. A typical quotation card would look like this:

II Margaret Mead (American anthropologist) MONEY 1956

These large cards are to be used as representations of the variety of viewpoints written or expressed about the American character throughout the years. They may be the view of an opinion-maker who is well-noted and well-read. Additional quotation cards could and should be added whenever an interesting observation is found. Foreign authors have been used, but only if there are copies of their works available in English. This need not be the case.

BIBLIOGRAPHY CARDS

Bibliography cards are found at the beginning of both the statistical index card packet and the packet with the quotation cards. The numerical references, found in Roman numerals before the entry, are

constant in both packets. That is, if a reference is used in both packets, the numeral will be the same. The numeral only refers to the sequence in which the sources were collected. The works are not in alphabetical order. This was done in the hope that new sources would be added without the need to re-categorize all the references. The Bibliography cards contain the title of the reference, its author, the author's nationality and field, the publisher, the place of publication, and the date of publication. A reference in the Bibliography could be as this:

XLIII The American Scene: A Reader, H. L. Mencken (American social critic), Huntington Cairns, ed., Alfred A. Knopf, Inc., New York, 1965.

"THE TYPICAL AMERICAN"

The third part of this project is a type-written paper giving the numerical distribution of the responses to a questionnaire called "The Typical American". The questionnaire itself may be found in the appendix of the paper. The questionnaire was given in the Spring and Summer of 1975 at the School for International Training of the Experiment in International Living in Brattleboro, Vermont. One hundred and six people were given interviews using the questionnaire. Precisely half of those interviewed were Americans and the other half were a mixture of foreign nationalities representative of the student population at the School. All were attending or working at the School. Most of the Americans were in the Master of Arts in Teaching program. Most of the foreign interviewees were in either the International Students of English program or in the International Secretaries Course.

All the Americans had been abroad, most of them for a year or more. Reflecting the male-female proportions in the Master of Arts in Teaching program, there were thirty-eight females and fifteen males interviewed. The Americans were all between twenty-four and fifty-five years old.

Of the foreigners interviewed, some had just arrived in the United States for their courses. They gave, then, primarily the views formulated while in their home countries. Others had been in the United States before or had been here for some time before they were interviewed. Many had had "homestays" arranged through the Experiment

in International Living. That is, they had lived with an American family somewhere within the United States. They were then responding to the questionnaire after personal experience in the American culture. The foreign interviewees were generally younger than the Americans. Most were in their early twenties, although the ages ranged from sixteen to forty-two years. There were thirty males and twenty-three females interviewed. Five of those interviewed were in the Master of Arts in Teaching program. The nationalities and sex of the interviewees were as follows:

	<u>Males</u>		<u>Females</u>
Japan	7		4
Venezuela	8		2
Switzerland	2		5
Brazil	3		1
Mexico	1		1
Iran	3	Afghanistan	1
Saudi Arabia	2	Peru	2
Spain	1	Italy	2
Indonesia	1	Argentina	1
Oman	1	France	1
Libya	1	Guatemala	1
		Norway	1
		Germany	1

Those interviewed clearly do not reflect the general population of anywhere other than the School for International Training. The sampling is only representative of the situation there. The sampling was limited to those at the School at the time of the interviews and is not intended to represent more than that.

There were variants and problems which occurred during the course of the sampling. These should be noted. Vocabulary limitation of some of the foreign interviewees presented some difficulty. Their precise responses may have been diluted by the lack of a word to express their feelings. Some of the interviews were conducted in both English and Spanish. Still, language was a detractor from the accuracy of the interviews.

Rapport between the interviewer and the interviewee was also a variant. Some respondents were hesitant to express their "true" views. Some gave rather hasty or light answers. Some thought of the interview as a joke and answered accordingly. Some gave great deliberation to their responses, even trying to visualize a person whom they described with care. One American and one Italian said they could not answer the questionnaire as "There is no typical American". The American went on to add, ironically, that she could easily describe a "typical New Englander" or a "typical Californian". Some interviewees went into long monologues, happy that someone had asked them.

Some interviewees required very specific instructions as to what they were expected to do. Others did not wait for instructions. Most of the interviews were given without allowing the interviewee to see the questionnaire. Specifically, it was important to use a neutral term when asking about "the typical American" until the respondent was asked whether this "entity" was male or female. Then "he" or "she" could be used. Two classes of English students were given the questionnaire as a group. Some interviewees asked to take the questionnaire with them in order to answer SIDE II with greater care, and perhaps a Spanish-English or Arabic-English dictionary.

In short, this was not a survey taken by a professional poll-taking organization. It was done carefully with deliberation given to the language of the questions, their order, what questions were to be included, the manner of presenting the interview, and how the results should be calculated. As flaws appeared during the course of an interview, they were considered in giving the next interview.

The numerical distribution of the responses is given on pages 1 - 51. The questions are given in all-capital letters. The answers are given below and to the left of the page. They are usually given in a column. If there was more than one person giving the same answer, the number of like-answers is shown to the right of the answer itself. These are separated by a hyphen. Where useful, the median of the responses is given.

In the appendix, there are composite views of the "typical Amer-

ican" as they were perceived by the foreign interviewees, the American interviewees, and the statistical information. Medians, averages, majorities, and largest clustering of answers were used.

There were many interesting situations during the course of the interviews. An Afghan was quite puzzled by the idea of a society composed of immigrant nationalities. "COUNTRY OF ORIGIN", if asked in Afghanistan, would always be answered with "Afghanistan". Afghans were always Afghans. Most Japanese responded "Roman Catholic" when asked "RELIGION". Most Arabs answered "Jewish" to the same question.

A Spaniard's observation was supported by many Latinos and Japanese. It was that within their cultures, the overwhelming majority of people had dark brown hair and dark brown eyes. Within their languages, there were words to indicate the variation between black and dark brown. However, the light brown hair or green eyes of Americans had to be classified as blonde hair and blue eyes by them. Hence, the responses to "HAIR COLOR" and "EYE COLOR".

The most humorous response came at the end of an interview in which a conservatively dressed American male had been described. This image was kept in reply to all the questions. Finally, the last question was asked "IS ANYTHING BEING CARRIED?" Without hesitation, the interviewee went on to add to their thirty-ish, upper-middle class, lawyer that he was carrying "the garbage".

INTRODUCTIONPART IIUSE OF THE MATERIALS

The resource materials in this project may be used as part of a course on the American Civilization and Culture or wherever American culture would be of interest. They may be used collectively or independently. The materials can be used for either American or for foreign students. However, the quotations generally would be of more interest to students with advanced command of English.

The quotation cards could be distributed within a class as topics for discussion. The class could discuss views together or be divided into groups, each with their own cards. The cards could also be used as debate points. The teams could be left to determine what position their card takes. The conflicting or differing opinions about America and Americans could be dealt with using the cards as catalysts to promote a discussion of the students' personal views. The questionnaire responses, particularly SIDE II, could be used to show how "everyday" School for International Training people felt in 1975. The combination of quotations and statistics could be used to compare viewpoints and "reality".

Completing SIDE II of the questionnaire required the explanation of terms which were on it. Students also needed to explain their opinions if they did not know the correct vocabulary. They had to describe a trait for which they had no word in English in their vocabulary. The quotation cards and questionnaire could, then, be used for vocabulary building.

Using charts, pictures, graphs, and drawings to visually demonstrate the information is very useful. Simply reading the information would be rather boring. One way to present the information is to take a long sheet of butcher paper. Cut this into about six foot long pieces. Upon these, trace the outline of male and female figures. Use as many of these as are necessary to portray to composite views of which ever "typical American" portraits wanted. There could be four figures to represent the foreign and American views of the "typical American" male and female. Two more could be used to represent the statistical

data's "typical American" male and female. The figures should be hung as if they were standing. Then as the information about the characteristics of the representative views are read, add illustrations to the figure which will signify this information. For example, a horizontal line over the head of a figure could have the height added to it. A yellow line on the ring finger of the left hand could indicate the figure was married. Blue eyes, brown hair, two stick figure children, two cars, \$16,000 in salary, et cetera could all be added. Each pictorial addition should be made after the fact is read aloud. Doing it simultaneously detracts one from the other and forces the students to divide their attention. The statistical cards' information and that compiled from SIDE I of the questionnaire would be most constructively presented in this manner. More than one person presenting the information would be best. One reading and the others adding the information to the figures, would be ideal.

Prior to the presentation of the material, the class could be given the questionnaire. Their views could be compiled and used in the presentation. This would involve a good deal of compilation time, however. Still, if time permitted, giving the class' own "typical American" would keep the students more involved in the entire project. If time did not permit, the information already tabulated could be used as well.

Discussion of the information, after the presentation of the figures, would then be in order. How do the figures vary? In what characteristics are they similar? Is there a difference between the Americans' view of the "typical American" and the foreigners' view? How do they compare with the statistical view? How do they compare with your view? Is there a "typical American" that you know?

SIDE II

SIDE II of the questionnaire is presented in such a way that it, or parts of it, may be read aloud in a syncope of point and counter-point, complimentary and derogatory characteristics, generalities and specifics. There may be a series of positive items followed by a series in direct contradiction to the former. There may

be a crescendo of ideas building to an ironic negation of them. This part is best presented if several people recite each characteristic, dramatically bouncing contrasts and agreement back and forth among themselves. An example of this "routine" is given in the appendix.

No one answered SIDE II with responses which were all in harmony. Usually the views were quite a melange of diversity and conflict. The character of any people is complex. The multi-dimensional nature of a national character should be emphasized. The tendency to stereotype is here most assaulted.

Discussion topics may be based on the responses to SIDE II of the questionnaire. For example: What is materialism? Are Americans uniquely or overwhelmingly materialistic? What do the statistics say about consumption in America? What are the necessary things for a "good life"? The quotation cards could also be brought into this discussion. "What does John Steinbeck or Betty Yorburg say about American materialism?" Finally, the most important question, "What do you think?"

THE PROJECT

The philosophical premise of this project was that there is in reality no typical American, as there is no typical Japanese, no typical Swede, or a typical Ethiopian. However, there is a clear tendency to stereotype. There are commonly held perceptions of what the "typical American" is. For the most part, the responses of both the Americans and the foreigners were remarkably similar. Moreover, only in categories such as "HAIR COLOR", "EYE COLOR", "EDUCATION", and "NUMBER OF CARS" did their views differ from the statistics. There is quite obviously an international nature to the information absorbed by the people at the School for International Training. Is this then true of the world at large? This project cannot answer that.

The Americans were much more critical in their view of the "typical American" than either the foreigners or the statistics. Does that then mean that a characteristic of the American is self-criticism, doubt, frankness, or a negative self-image?

Despite the regional, ethnic, religious, and political diversity in America, there is still a common entity which is "American". Although, in fact, there may not be a typical American, there is clearly a typically American experience and phenomenon. Even before the war for independence from Great Britain, there were observers noting the uniqueness of "the American". A typical American is perceived both in America and abroad. This perception is quite similar.

This project, then, is to awaken in the future teacher of foreign students the "cultural background and baggage" which they will be expected to have. They will be viewed as representatives of the American state and culture. The project will also prepare the foreign student to fact that just as they have stereotypes of the "typical American", they may encounter similar stereotyping of someone from their country. Hopefully, both groups will desire to not stereotype.

Finally, a conclusion has been made by the author. There is no typical American. There is a combination of characteristics which are accepted internationally as being representative of the American people. This "entity" is what the teacher of English as a Foreign Language will encounter when entering a classroom. One will be expected to "act American" and "be American". This expectation will come before any teaching is done. It must be met before any teaching can be done.

NUMERICAL DISTRIBUTION OF RESPONSES TO THE QUESTIONNAIRE ON
"THE TYPICAL AMERICAN"

Answers given by the interviewees are shown numerically by the response itself and by the number of people who gave that response. The number of interviewees giving individual responses is shown to the right of the response and separated from it by a hyphen "-". Each person chose their answers freely in a personal interview. Some, however, chose not to answer while others answered several times. The total number of responses therefore differs from question to question. Total responses as well as medians are usually given.

RESPONSES OF FOREIGN INTERVIEWEES

<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;">HAIR COLOR:</td> <td style="width: 35%;">Blonde</td> <td style="width: 5%;">-</td> <td style="width: 10%;">15</td> <td style="width: 35%;"></td> </tr> <tr> <td></td> <td>Brown</td> <td>-</td> <td>8</td> <td></td> </tr> <tr> <td></td> <td>Light Brown</td> <td>-</td> <td>5</td> <td></td> </tr> <tr> <td></td> <td>Black</td> <td>-</td> <td>3</td> <td></td> </tr> <tr> <td></td> <td>Grey</td> <td>-</td> <td>2</td> <td></td> </tr> <tr> <td colspan="3"></td> <td style="border-top: 1px solid black;">33</td> <td style="text-align: right;">Total</td> </tr> </table>	HAIR COLOR:	Blonde	-	15			Brown	-	8			Light Brown	-	5			Black	-	3			Grey	-	2					33	Total	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 15%;">EYE COLOR:</td> <td style="width: 35%;">Blue</td> <td style="width: 5%;">-</td> <td style="width: 10%;">34</td> <td style="width: 35%;"></td> </tr> <tr> <td></td> <td>Green</td> <td>-</td> <td>12</td> <td></td> </tr> <tr> <td></td> <td>Brown</td> <td>-</td> <td>3</td> <td></td> </tr> <tr> <td></td> <td>Black</td> <td>-</td> <td>2</td> <td></td> </tr> <tr> <td colspan="3"></td> <td style="border-top: 1px solid black;">51</td> <td style="text-align: right;">Total</td> </tr> </table>	EYE COLOR:	Blue	-	34			Green	-	12			Brown	-	3			Black	-	2					51	Total
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	Good	-	34
	Fair	-	3
	Poor	-	0
			<u>52</u> Total

GLASSES:	Yes	-	31
	No	-	15
	Reading	-	6
			<u>53</u> Total

WEIGHT:

MEN

<u>Kgs.</u>	<u>Lbs.</u>		1 kg. = 2.2 lbs.
52	115	-	1
57	125	-	1
59	130	-	2
60	132	-	3
65	143	-	2
67	147	-	3
70	154	-	10
72	158	-	2
75	165	-	3
77	167	-	3
78	171	-	1
79	173.8	-	2
80	176	-	3
85	187	-	1
86	189	-	1
87	191.5	-	1
90	198	-	1
91	200	-	1
			<u>41</u> Total

Median weight: 70kg/154lbs.

WEIGHT: WOMEN

<u>Kgs.</u>	<u>Lbs.</u>		
50	110	-	3
57	125	-	2
68	149	-	1
70	154	-	4
77	170	-	<u>1</u>
Median: 68/149			11 Total

HEIGHT: MEN

<u>Cms.</u>	<u>Ins.</u>		1 in. = 2.5 cm.
165	66	-	1
167.5	67	-	1
170	68	-	5
175	70	-	6
180	72	-	19
184	73.6	-	2
185	74	-	3
190	76	-	2
200	80	-	<u>1</u>
			40 Total

Median height: 180cm./6ft.

WOMEN

165	66	-	2
166	66.4	-	2
170	68	-	2
180	72	-	<u>3</u>
Median: 168/ 67.2			10 Total

MARITAL STATUS:			
Married	-	28	
Single	-	22	
Divorced	-	<u>1</u>	
			51 Total

GENERATIONS IN THE UNITED STATES:

1	-	1		
2	-	6		
3	-	17		
3/4	-	3		
4	-	11		
5	-	6		
6	-	4		
7	-	<u>1</u>		
		49	Total	Median: 3/4

AREAS OF FAMILY ORIGIN:

Europe	-	8	
Northern Europe	-	4	
Western Europe	-	3	
Eastern Europe	-	1	
Middle Europe	-	1	
U.S.A.	-	<u>2</u>	
		19	Total

COUNTRIES OF FAMILY ORIGIN:

Great Britain	-	2	
England	-	19	
Ireland	-	2	
Scotland	-	4	
Germany	-	14	
France	-	3	
Italy	-	3	
Holland	-	2	
Spain	-	1	
Portugal	-	1	
Hungary	-	<u>1</u>	
		52	Total

EDUCATIONAL LEVEL COMPLETED:

Elementary school	-	1	
High school	-	7	
High school +	-	3	
2-year college	-	4	
4-year college	-	30	
Post-graduate study	-	<u>4</u>	
		49	Total

IS THE TYPICAL AMERICAN EMPLOYED:

Yes	-	45	
No	-	<u>8</u>	
		53	Total

OCCUPATION / JOB:

Professional	-	9	
Office	-	7	
Factory	-	7	
Teacher	-	5	
Student	-	5	
Business	-	5	
Farmer	-	3	
Insurance	-	2	
Housewife	-	2	
Sales	-	1	
Management	-	1	
Engineer	-	1	
Newspaper	-	1	
Secretary	-	1	
Doctor	-	1	
Actor	-	1	
CIA	-	<u>1</u>	
		53	Total

DOES THE TYPICAL AMERICAN TRAVEL:

Yes	-	47	
No	-	<u>3</u>	
		50	Total

WHERE DOES THE TYPICAL AMERICAN TRAVEL:

Europe	-	24	
The U.S.A.	-	24	
Latin America	-	9	
World	-	4	
Asia	-	2	
Africa	-	2	
Canada	-	1	
Japan	-	<u>1</u>	

(Some answered more than once) 67 Total

WHAT DOES THE TYPICAL AMERICAN
DO FOR RECREATION:

Sports	--	13
Golf	-	10
Tennis	-	10
Television	-	9
Spectator sports	-	7
Reading	-	7
Dancing	-	5
Swimming	-	5
Softball	-	5
Football	-	5
Drinking	-	5
Entertaining friends	-	5
Picnicking	-	4
Travelling	-	3
Gardening	-	3
Fishing	-	3
Movies	-	3
Being with family	-	3
Basketball	-	2
Bicycling	-	2
Smoking	-	<u>2</u>

One each answered those below:

Volleyball	Helping wife	
Being with children	Singing	
Skiing	Snowmobiling	
Camping	Visiting parents	+
Walking	Stamp collecting	
Bowling	Eating out	
Going to the beach	Smoking marijuana	
" " " auto races	Jogging	
Speaking foreign languages	Playing guitar	21
Horseback riding	Joining clubs	<u>21</u>
(Most gave several responses)		<u>131 Total</u>

WHAT IS THE TYPICAL AMERICAN'S RELIGION:

Protestant	-	23
Roman Catholic	-	10
None	--	7
Jew	-	3
Christian	-	3
Non-practising Protestant	-	1
Non-practising Roman Catholic	-	1
Presbyterian	-	<u>1</u>
		<u>49 Total</u>

WHO IS THE MOST INFLUENTIAL IN THE FAMILY:

In home/family matters:	Male	-	17	
	Female	-	21	
	Both	-	5	
	Child	-	1	
			<u>44</u>	Total

In monetary decisions:	Male	-	14	
	Female	-	18	
	Both	-	11	
			<u>43</u>	Total

WHO IS MOST INFLUENTIAL IN SOCIETY:

In business:	Male	-	45	
	Female	-	0	
	Both	-	3	
			<u>48</u>	Total

In industry:	Male	-	40	
	Female	-	3	
	Both	-	4	
			<u>47</u>	Total

In politics:	Male	-	41	
	Female	-	0	
	Both	-	1	
			<u>42</u>	Total

DOES THE TYPICAL AMERICAN HAVE A PET:

Yes	-	39	
No	-	4	
		<u>43</u>	Total

IF YES, WHAT:	Dog	-	35	
	Cat	-	20	
	Other	-	5	
(Some answered both)			<u>60</u>	Total

WHERE DOES THE TYPICAL AMERICAN LIVE:

City	-	12		
Suburb	-	35		
Farm	-	5		
Other	-	<u>2</u>		
		54	Total	
Home	-	40	Owned	37
Apartment	-	<u>8</u>	Rented	11
		48	Mortgaged	- 2
			Total	<u>50</u>

HOW LONG HAVE THEY LIVED THERE:

less than 1 year	-	3	
1 year	-	2	
2 years	-	10	
3 "	-	4	
4 "	-	6	
5 "	-	6	
6 "	-	1	
7 "	-	2	
8 "	-	2	
9 "	-	0	
10 "	-	5	
more than 10 "	-	2	
more than 15 "	-	<u>10</u>	
Median:	5 years	53	Total

WHAT COLOR IS THE OUTSIDE OF THE HOME:

White	-	38
Brown	-	8
Yellow	-	2
Red	-	2
Blue	-	1
Brick	-	1
Green	-	1
Grey	-	<u>1</u>
		54
		Total

HOW MANY ROOMS IN THE HOME:

3 rooms	-	3	
4 "	-	7	
5 "	-	6	
6 "	-	11	
7 "	-	7	
8 "	-	12	
9 "	-	3	
10 "	-	2	
more than 10 "	-	<u>1</u>	
<u>Median:</u>	<u>6 rooms</u>	<u>52</u>	<u>Total</u>

HOW MANY PEOPLE ARE IN THE FAMILY:

3 people	-	1	
4 "	-	7	
5 "	-	11	
6 "	-	16	
7 "	-	7	
more than 8 "	-	<u>1</u>	
<u>Median family:</u>	<u>6</u>	<u>43</u>	<u>Total</u>

DOES THE TYPICAL AMERICAN HAVE A CAR:

Yes	-	48	
No	-	<u>2</u>	
		<u>50</u>	<u>Total</u>

HOW MANY CARS:

1 car	-	11	
2 cars	-	28	
3 "	-	<u>6</u>	
		<u>45</u>	<u>Total</u>

WHAT KIND/SIZE/TYPE OF CAR:

Big	-	26
Small	-	7
Sports	-	6
Medium	-	2
Truck	-	2

one each

Van	Sedan	"American long"
Huge	American	"Bigger"
Jeep		Not too expensive
Camper		One for going shopping

Chevrolet	-	5
Volkswagon	-	3

one each

Mazda	Chrysler	Lincoln Continental
LTD	Corvette	Camaro
Ford	Mustang	Cadillac

67 Total (many answered twice)

DOES THE TYPICAL AMERICAN GENERALLY EAT:

At home	-	33
In a restaurant	-	<u>11</u>
		<u>.44</u> Total

Salad	-	21	Meat	-	7
Sandwich	-	5	Beef	-	3
Eggs	-	5	Hamburger	-	16
Omlette	-	1	Steak	-	7
Soup	-	4	Roast beef	-	1
Cottage cheese	-	1	Corned beef	-	1
<u>Jello</u>	-	1	Turkey	-	3
Bread	-	7	Chicken	-	2
Bagels	-	1	Pork chops	-	2
<u>Butter</u>	-	1	Ham	-	2
Vegetables	-	14	Hot dogs	-	2
Corn	-	2	<u>Fish</u>	-	1
Peas	-	1	Potatoes	-	8
Squash	-	1	French fried	-	8
Asparagus	-	1	Mashed	-	4
Spinach	-	1	Baked	-	3

(continued)

A TYPICAL MEAL

(continued)

Pie	-	8	Milk	-	14
Apple	-	5	Coffee	-	11
Ala mode	-	2	Beer	-	7
Fruit	-	7	Wine	-	5
Cake	-	5	Tea	-	3
Ice cream	-	3	Juice	-	1
Cookies	-	1	Orange juice	-	1
Cherry tart	-	1	Water	-	1

(As respondents gave many items, a total is unneeded)

DOES THE TYPICAL AMERICAN TAKE A
FOREIGN GUEST TO EAT:

At home	-	29	
In a restaurant	-	<u>8</u>	
		<u>37</u>	Total

Salad	-	16	Meat	-	7
Bread	-	6	Beef	-	6
<u>Soup</u>	-	2	Steak	-	16
Vegetables	-	12	Hamburger	-	9
String beans	-	4	Roast beef	-	3
Spinach	-	2	Corned beef	-	1
Corn	-	2	Chicken	-	4
Carrots	-	1	Turkey	-	3
Squash	-	1	Ham	-	2
Cauliflower	-	1	Seafood	-	1
Pickles	-	1	<u>Sandwich</u>	-	1
Wine	-	10	Potatoes	-	10
Coffee	-	11	French fried	-	4
Milk	-	7	Mashed	-	2
Coca Cola	-	6	Baked	-	2
Beer	-	5	<u>Gravy</u>	-	1
Tea	-	2	Dessert	-	2
Water	-	1	Pie	-	11
Cocktails	-	1	Apple	-	3
Whiskey	-	1	Ala mode	-	3
Juice	-	1	Fruit	-	7
Orange juice	-	1	Watermelon	-	1
			Cake	-	6

(As respondents gave many items, a total is unneeded)

WHAT IS THE TYPICAL AMERICAN'S
ECONOMIC STATUS:

Lower	-	0	
Lower Middle	-	2	
Middle	-	37	
Upper Middle	-	7	
Upper	-	6	
		<u>52</u>	Total

HOW IS THE TYPICAL AMERICAN
DRESSED:

MEN
EVERYDAY

Suit	-	13	Slacks	-	11
Dark	-	3	Colored	-	2
Double-knit	-	1	Checked	-	1
Light	-	1	Brown	-	3
Grey	-	1	Olive	-	1
White	-	1	Grey	-	1
Shirt	-	17	Blue	-	1
Longsleeve	-	4	White	-	1
Shortsleeve	-	3	Sport coat	-	6
Colored	-	2	Plaid	-	4
Striped	-	1	Blue	-	1
Checked	-	1	Red	-	1
Plaid	-	1	Grey	-	1
White	-	5	Leather shoes	-	13
Blue	-	4	Flat	-	1
Yellow	-	3	Sporty	-	1
Grey	-	1	Dark	-	1
Red	-	1	Brown	-	1
Pink	-	1	Black	-	1
Tie	-	10	White	-	1
Striped	-	2	Hat	-	5
Red	-	2	Belt	-	2
Blue	-	2	Wristwatch	-	5
White	-	1			
Maroon	-	1			

Carrying:

Newspaper	-	1	Books	-	3	Car keys	-	1
Suitcase	-	1	Pipe	-	3	Cigar	-	1

HOW IS THE TYPICAL AMERICAN

DRESSED:

(continued)

MENCASUAL

Blue jeans	-	22	Tennis shoes	-	9
Shorts	-	3	Boots	-	5
Bellbottoms	-	2	Hiking	-	2
White	-	1	Brown	-	1
<u>Blue</u>	-	1	<u>Barefeet</u>	-	1
T-shirt	-	7	Moustache	-	3
Tank top	-	2	Beard	-	3
<u>Turtleneck</u>	-	2	Long hair	-	1
Sweater	-	6			
Windbreaker	-	2			
Blue jean jacket	-	1			

WOMEN

Blue jeans	-	4	Blouse	-	4
Dress	-	2	Brown	-	1
Cotton	-	1	Yellow	-	1
Yellow	-	1	T-shirt	-	1
Green	-	1	<u>Sweater</u>	-	1
Violet	-	1	Shoes	-	1
Pink	-	1	Heels	-	1
Red	-	1	Low	-	1
Brown	-	1	Stacked	-	1
Pantsuit	-	2	Pointed	-	1

Miscellaneous

Hand/shoulder bag	-	5	No hose	-	1
Rings	-	4	Red fingernails	-	1
Necklaces	-	2	Long hair	-	1
Pierced earrings	-	1	Scarf on her head	-	1

(As respondents gave many items, a total is not shown)

RESPONSES TO THE QUESTIONNAIRE ON THE TYPICAL AMERICANSIDE IIFOREIGNWOMEN *

AMERICANS ARE:

big	a people who unconsciously despise and mistrust people of other places
fat	
mobile	
friendly 5	interested in others once they decide whether they like them or not
very friendly people 2.	
freaks	a people with strong control over their emotions
	cold
casual	
easy-going	a people who don't show their friendship to people of other places; only to their own people
very easy-going	
nice 2	
kind	
gentle	a people who honestly express their emotions
social	
polite 3	insensitive to foreign cultures
impolite 2	conformists
bad listeners	well-organized
outspoken	practical 3
uncritical	materialistic
	commerical
educated 2	
intelligent	busy all the time
idealistic	very liberal
naive	immature
	sometimes childish
simple	overly concerned with their own identity
uncritical	
view in terms of black & white	
afraid of new ideas	
afraid of Communism	always searching for the true meaning of life and individual freedom
very independent	
very quiet	
don't make noise, except ladies	
sincere	
helpful	

* if answered more than once, number of reponses shown

AMERICAN MEN ARE:

tall
handsome
not handsome
long-haired
bearded and wearing long hair
athletic
outdoorsy
nature-loving

workers
hard-working
practical
unsentimental

people who study
interested in politics
interested in religious matters
not talkative
very quiet
quiet (at home)
like life
beer-drinking

very nice
respectful of others
good friends
shy 2
timid
friendly
very kind 2
naive

have opportunities, different
education, good jobs

intelligent
easy-going
take the easy way
self-centered, but weak

helpful in the housework
boring
funny
humorous
like parties very much

+ * + * + * + * + * + * + * + * + * + * + * + * + * + * + * + * + * + *

AMERICAN WOMEN ARE:

fat 2
blonde
wear long hair 2
don't care what they wear
poorly dressed
plain
normal looking

casual
outdoorsy
nature-loving
very natural

very individualistic
free
freer
independent 2
very independent (and want
everyone to know it, too)
very outspoken
liberated 2
for women's liberation
going from man to man

unconcerned about anything

educated
creative
workers
hard-working
interested in religious matters
hard-studying

practical
in need of material things

very noisy
reserved
very open
nice
very kind
friendly, but jealous
jealous
unconfident

more personable than men
like American men
following the way of the man
consciously looking for the "ideal"
man, despite professed liberation

AMERICAN CHILDREN ARE:

open
 free
 very free 2
 uninhibited
 candid
 talkative
 beautifully voiced
 very noisy

coke-drinking
 spending too much time with t.v.
 in love with t.v. commercials
 unhelpful with housework
 not studious

interesting
 smart
 intelligent
 mature
 very secure

independent
 impulsive
 undisciplined
 spoiled 3
 spoiled rotten
 brats

sporty
 bicycle-riding
 gang/group oriented
 social with peers rather than
 with their families

lovely
 very pretty 2
 beautiful
 children

+ * + * + * + * + * + * + * + * + * + * + * + * + * + * + * + * + * + *

AMERICANS THINK FAMILY LIFE IS:

the best way of life
 top priority in their life
 good
 important
 very important 2

enjoyable
 to work together
 good for raising children
 not too important 2
 not so important or strong
 very free and independent, but
 very good and nice
 comfortable, but not often happy
 broken by divorces

not cared about all that much

routine
 something that happens auto-
 matically
 separate leisure activities
 boring
 not very close

not for sharing
 not to spend time together
 talking
 not lived together in family
 units
 expendable after one can "stand
 on thier own two feet"
 children leaving home to live
 independently

AMERICANS THINK FOREIGNERS ARE:

stupid
 ignorant
 lower
 beneath them
 not so developed
 inferior to them
 a little bit backward
 inferior in all respects

 people who come from countries
 that are very poor and don't
 have material things

 tolerable once known
 not understandable
 always concerned with their
 work
 not to be competed with

less adventuresome
 not interesting to meet
 hardly listened to
 people who need help most of the
 time

weird
 strange 2
 crazy

liked
 loved
 interesting 4
 cultivated
 human beings

+ * + * + * + * + * + * + * + * + * + * + * + * + * + * + * + * + * + *

AMERICANS HIGHLY VALUE OR THINK THE MOST IMPORTANT THINGS ARE:

money 5
 prosperity
 material things
 things that make life more
 comfortable
 to live comfortably
 convenient life styles

to enjoy life 2
 a good life
 a better life

higher education
 politics 2
 "their" democracy
 career
 security
 job
 religion

Christian values: good things
 honesty
 trust
 human rights
 equality
 freedom 4
 progress 2

family life
 the origin of the family
 where the family comes from
 pets
 color t.v.
 cars 2

mobility
 to travel as much as they can
 holidays
 time

RESPONSES TO THE QUESTIONNAIRE ON THE TYPICAL AMERICANSIDE IIFOREIGNMEN

AMERICANS ARE:

friendly 7
 good as friends 2
 kind to foreigners
 friendly people with foreigners
 very hospitable
 "How are you" - that's all
 polite
 a little bit impolite

very studious
 interested in other people
 open-minded
 close-minded
 ignorant of what happens out-
 side the U.S.
 ignorant of the outside world
 always thinking about their
 own country
 speakers only of English

independent
 individualistic
 insistent on rights
 intelligent
 have a capacity for under-
 standing many activities
 have good study conditions and
 understand difficult pro-
 blems, but not own pro-
 blems

nice persons who like parties &
 meetings
 have good sense of humor
 very nice people
 of good character
 really cheerful in the country-
 side, but not in the big
 cities

a very free people
 unstructured
 talkative
 loud-speakers
 very quiet
 don't make noise except wives &
 ladies

practical
 industrious
 automatics
 thrifty
 affluent
 busy
 in a hurry

can be selfish
 self more important than the
 external world
 talk about their own beliefs &
 relationships
 very emotional
 romantic 2

easy to deceive
 liberal 3
 sports-minded
 have a strange sense of dress

established by many countries'
 people
 stranger people
 curious
 gay

patient
 insensible
 mobile
 very different

AMERICAN MEN ARE:

working men
 hard-working
 work harder than men in
 foreign countries
 working eagerly for his
 family
 always busy with his
 job
 make a clear distinction
 between work and
 leisure
 can't spend too much time
 with his family - only
 weekends

gentle
 good
 patient
 affectionate
 cold because they don't like
 very much to make love
 not as kind as Japanese men
 always think about another
 woman

have a capacity for understand-
 ing many actions
 close-minded
 not often good fathers

tall 4
 very tall 2
 like to play sports
 strong 3
 aggressive
 serious 2
 strict about everything
 automatics

friendly
 not friendly
 good friends 3
 polite 4

quiet
 timid
 like talking
 usually laugh
 like to have a good time
 funny 2

free
 positive
 punctual
 always in a hurry

curious
 same
 rough

* + * + * + * + * + * + * + * + * + * + * + * + * + * + * + * + * + * + *

AMERICAN WOMEN ARE:

young
 thin
 difficult to tell their ages
 beautiful 2
 don't like make-up
 many freckled
 fat 5
 very fat
 big-thighed

intelligent 2
 rational
 logical
 practical
 automatics (sometimes)

badly dressed
 sit cross-legged
 sit informally
 drink more alcohol than men
 usually wear glasses, blue
 jeans, & sport shoes

most interested in the family
 & the home
 busy as housekeepers
 always watching t.v. in their
 house with friends & neigh-
 bors
 lack commitment to family in
 general

AMERICAN WOMEN ARE:
(cont'd.)

easily divorced
would make good wives if they
trusted their husbands
sensitive to their boy friends
and husbands

like to have work
after the job

always think about other women
gossiping
always affected by the mass
communication

charming
loving
lovers
too warm, especially when they
make love
romantic
sexy

frank
sometimes impolite
insecure
dynamic
very noisy about their life,
especially their style &
social common sense

like to dance
curious

* + * + * + * + * + * + * + * + * + * + * + * + * + * + * + * + * + * + *

AMERICAN CHILDREN ARE:

disrespectful of their elders
obey parents - when in sight
of them
willing/forced to help parents
trained to be independent
have no commitment to the family

have freedom to get anything
have lots of toys
watch t.v.
buy jeans

friendly 5
very friendly
very warm
not shy
outgoing
more outgoing
aggressive
fast
very, very experienced

liberal 4
more liberal
liberated
very free
very liberal (a good idea)

naive
nice 2
have a deep knowledge of
others lives and customs
against the foreigner

independent 2
very independent 2
more equal than men

can understand many difficult
problems
have more and better knowledge
of life than girls
patient

intelligent 2
well-educated
concerned with education
don't study so hard, except
in high school & college
not fond of studying

sometimes quiet
noisy 3
very noisy 2
active 2
very active

AMERICAN CHILDREN ARE:
(cont'd)

very pretty
tall
very fond of sports
enjoy music very much

nice
normal
cheerful 2
friendly

friendly
curious
lively
foolish
funny

nice guys
wise guys
wise asses
obstinates
not "simpatico"
spoiled 5
"I don't like them"

very independent
have a different life and some-
times chose the wrong for
themselves
affectionate
very active
terrible

* + * + * + * + * + * + * + * + * + * + * + * + * + * + * + * + * + *

AMERICANS THINK FAMILY LIFE IS:

the most important thing
very important 2
very important to society 2
necessary 3
not good
not valuable
not important for them
not important 3

close
enjoyable with a family and
not alone
fraternity
independent
everyone thinks his own way
unimportant to be together
many Americans live alone,
not with a family

simple
very busy, bit it isn't really
not regular

only for you to take your back-
ground from

outdoor life
the simple life
television

best at an early age
everyone has to help in the
development of the family
functional for having children
and then making them in-
dependent as soon as pos-
sible
short, because they think that
every member in the family
is leaving soon
left pretty soon (18 years old)

loving
relaxing
to fill in your free time
about the reasonable life
very good

to prepare for the luxury life
must be saved, but often their
marriages end in divorce

AMERICANS THINK FOREIGNERS ARE:

very interesting
 good people
 a good oppoortunity to know about
 things that they don't know
 people with other customs
 friends
 friendly
 very nice
 partners to help with problems

rich (here)
 poor (in own country)
 from a different world than theirs
 curious
 curiosity creating

not understandable
 expected to speak English and
 not their own language
 very sensitive economically

Americans force themselves to
 like foreigners

not as good as them, but they
 always try to help them
 when they need aid

the only reason that they have for think (sic) is because of their
 power and because the U.S. has its number one place

* * * * *

AMERICANS HIGHLY VALUE OR THINK THE MOST IMPORTANT THINGS ARE:

money 14
 money, that's for sure
 material things
 to make money
 spending money

work 2
 jobs 2
 jobs (for men)

intelligence
 studies
 educational degree

different
 poor people
 low level people
 lower class
 very poor, stupid & mildish
 very bad people
 a strange animal (that's what
 young people think)
 less cultured than them
 uneducated
 stupid
 don't know anything about
 modern life
 weird people
 not as good as Americans

in need of "saving" - misson-
 ary attitude (young people
 now understand better)

part of the US society, but
 they don't have contact
 with them

people from other countries
 who don't have conditions
 for thinking on many problems

inventions
 scientific technology

family 3
 don't think a lot of the
 family

the home they live in
 house
 garden
 cars
 cats and dogs

AMERICANS HIGHLY VALUE OR THINK THE MOST IMPORTANT THINGS ARE:
(cont'd.)

freedom
liberty of expression
personal independence
self-sufficiency
ability
experience

power 2
life
music
privacy

oil
the stagnant economy
give-away shows

religion
what class they belong to
their own benefit
drugs

give special value to things
that foreigners don't

depends on the person

RESPONSES OF AMERICAN INTERVIEWEES

| | | | |
|-------------|-------------|---|----|
| HAIR COLOR: | Brown | - | 28 |
| | Light Brown | - | 11 |
| | Blonde | - | 5 |
| | Grey | - | 2 |
| | Sandy | - | 1 |
| | No Answer | - | 2 |

49 Total

| | | | |
|------------|-------------|---|----|
| EYE COLOR: | Brown | - | 23 |
| | Blue | - | 16 |
| | Hazel | - | 5 |
| | Light Brown | - | 2 |
| | Green | - | 2 |
| | No Answer | - | 2 |

50 Total

| | | | |
|------|-----------|---|---|
| AGE: | 16 | - | 1 |
| | 22 | - | 1 |
| | 24 | - | 4 |
| | 28 | - | 3 |
| | 29 | - | 1 |
| | 30 | - | 8 |
| | 32 | - | 4 |
| | 35 | - | 6 |
| | 36 | - | 1 |
| | 37 | - | 2 |
| | 38 | - | 2 |
| | 40 | - | 7 |
| | 42 | - | 2 |
| | 45 | - | 1 |
| | 47 | - | 2 |
| | No Answer | - | 2 |

| | | | |
|------|-----------|---|----|
| SEX: | Male | - | 30 |
| | Either | - | 11 |
| | Female | - | 6 |
| | No Answer | - | 1 |

48 Total

47 Total Median age: 34.5

| | | | |
|---------|-----------|---|----|
| HEALTH: | Good | - | 32 |
| | Excellent | - | 6 |
| | Very Good | - | 6 |
| | Fair | - | 4 |
| | Poor | - | 1 |
| | No Answer | - | 1 |

50 Total

| | | | |
|----------|-----------|---|----|
| GLASSES: | No | - | 22 |
| | Yes | - | 20 |
| | Reading | - | 6 |
| | Contacts | - | 4 |
| | No Answer | - | 1 |

53 Total

WEIGHT:

MEN

| <u>Kgs.</u> | <u>Lbs.</u> | | 1 kg. = 2.2 lbs. |
|-------------|-------------|---|------------------|
| 63.6 | 140 | - | 1 |
| 68.1 | 150 | - | 2 |
| 70.4 | 155 | - | 3 |
| 72.7 | 160 | - | 6 |
| 75.0 | 165 | - | 6 |
| 77.3 | 170 | - | 5 |
| 79.5 | 175 | - | 7 |
| 81.8 | 180 | - | 7 |
| 84.0 | 185 | - | 1 |
| 86.3 | 190 | - | 1 |
| No Answer | | - | 1 |
| Overweight | | - | 2 |

44 Total

Median Weight: 167 lbs./77 kgs.

WOMEN

| <u>Kgs.</u> | <u>Lbs.</u> | | |
|-------------|-------------|---|---|
| 55.9 | 123 | - | 1 |
| 57.0 | 125 | - | 5 |
| 59.0 | 130 | - | 5 |
| 61.3 | 135 | - | 2 |
| 63.6 | 140 | - | 1 |
| 65.9 | 145 | - | 1 |
| 72.7 | 160 | - | 1 |
| 75.0 | 165 | - | 1 |
| No Answer | | - | 1 |

18 Total

Median Weight: 130 lbs./59 kgs.

HEIGHT:

MEN

| <u>Cm.</u> | <u>In.</u> | | 1 in. = 2.5 cm. |
|------------|--------------------|---|-----------------|
| 165 | 66 | - | 1 |
| 170 | 68 | - | 2 |
| 171.25 | 68 $\frac{1}{2}$ | - | 1 |
| 172.5 | 69 | - | 4 |
| 175 | 70 | - | 11 |
| 176.25 | 70 $\frac{1}{2}$ | - | 1 |
| 177.5 | 71 | - | 7 |
| 180 | 72 | - | 11 |
| 184 + | 73 $\frac{1}{2}$ + | - | 3 |
| | No Answer | - | 1 |
| | | | <u>42 Total</u> |

Median height: 71 in./177.5 cm.

WOMEN

| <u>Cm.</u> | <u>In.</u> | | |
|------------|------------------|---|-----------------|
| 157.5 | 63 | - | 1 |
| 162.5 | 65 | - | 7 |
| 165 | 66 | - | 5 |
| 167.5 | 67 | - | 2 |
| 170 | 68 | - | 1 |
| 172.5 | 69 | - | 1 |
| 172.75 | 69 $\frac{1}{2}$ | - | 1 |
| 175 | 70 | - | 1 |
| | No Answer | - | 1 |
| | | | <u>20 Total</u> |

Median height: 66 in./ 165 cm.

| | | | |
|-----------------|----------|---|-----------------|
| MARITAL STATUS: | Married | - | 43 |
| | Single | - | 2 |
| | Divorced | - | 2 |
| | Shaky | - | 1 |
| Second | Marriage | - | 1 |
| | | | <u>49 Total</u> |

GENERATIONS IN THE UNITED STATES:

| | | |
|-----|---|----|
| 2 | - | 2 |
| 2/3 | - | 2 |
| 3 | - | 15 |
| 3/4 | - | 8 |
| 4 | - | 15 |
| 4/5 | - | 2 |
| 5 | - | 2 |
| 5-7 | - | 1 |
| 8 | - | 1 |

48 Total Median: 3/4

AREAS OF FAMILY ORIGIN:

| | | |
|-----------------|---|----|
| Europe | - | 16 |
| Western Europe | - | 5 |
| Northern Europe | - | 5 |
| Middle Europe | - | 2 |
| Eastern Europe | - | 2 |
| Scandinavia | - | 1 |
| All Over | - | 1 |
| No Answer | - | 2 |

34 Total

COUNTRIES OF FAMILY ORIGIN:

| | | |
|---------------|---|----|
| Great Britain | - | 4 |
| England | - | 14 |
| Ireland | - | 5 |
| Scotland | - | 1 |
| Germany | - | 16 |
| France | - | 2 |
| Italy | - | 1 |
| Hungary | - | 1 |
| Poland | - | 1 |
| Holland | - | 1 |

46 Total

EDUCATIONAL LEVEL COMPLETED:

| | | |
|-------------------|---|----------|
| Elementary school | - | 0 |
| High school | - | 9 |
| Technical school | - | 7 |
| 1 year college | - | 1 |
| 2-year college | - | 7 |
| 3 years college | - | 1 |
| 4-year college | - | 23 |
| M.B.A. | - | 1 |
| | | <hr/> |
| | | 49 Total |

IS THE TYPICAL AMERICAN EMPLOYED:

| | | |
|-----------|---|----------|
| Yes | - | 49 |
| No | - | 1 |
| No Answer | - | 2 |
| | | <hr/> |
| | | 52 Total |

OCCUPATION / JOB:

| | <u>Men</u> | <u>Women</u> | |
|----------------|------------|--------------|-----------|
| Office | - 19 | 6 | |
| Factory | - 7 | 3 | |
| Sales | - 6 | 2 | |
| Professional | - 4 | - | |
| Management | - 3 | - | |
| Insurance | | | |
| salesman | - 2 | - | |
| Construction | | | |
| worker | - 2 | - | |
| Real estate | | | |
| sales | - - | 1 | |
| Secretary | - - | 1 | |
| Teacher | - - | 1 | |
| Housewife | - - | 1 | |
| Manual laborer | - 1 | - | |
| Agro- | | | |
| businessman | - 1 | - | |
| Engineer | - 1 | - | |
| Advertisizing | - 1 | - | |
| No Answer | - - | 3 | |
| | | <hr/> | |
| | 47 | 3 | 15 Totals |

DOES THE TYPICAL AMERICAN TRAVEL:

| | | | |
|-----------|---|-----------|--------------|
| Yes | - | 49 | |
| No | - | 3 | |
| No Answer | - | 1 | |
| | | <u>53</u> | <u>Total</u> |

WHERE DOES THE TYPICAL AMERICAN TRAVEL:

| | | | |
|---------------------|---|-----------|--------------|
| The U.S.A. | - | 25 | |
| Within Own State | - | 2 | |
| West Coast | - | 2 | |
| Parks | - | 2 | |
| Cities for Business | - | 2 | |
| Within 100 miles | - | 1 | |
| Within 200 miles | - | 1 | |
| Out West | - | 1 | |
| Eastern U.S. | - | 1 | |
| Trailer Parks | - | 1 | |
| Rocky Mountains | - | 1 | |
| Niagara Falls | - | 1 | |
| Hawaii | - | 1 | |
| Puerto Rico | - | 1 | |
| Europe | - | 9 | |
| Western Europe | - | 1 | |
| Resorts of Europe | - | 1 | |
| Canada | - | 3 | |
| Latin America | - | 2 | |
| Mexico | - | 2 | |
| Caribbean | - | 2 | |
| Bahamas | - | 1 | |
| Bermuda | - | 1 | |
| World | - | 1 | |
| All Over | - | 1 | |
| No Answer | - | 5 | |
| | | <u>71</u> | <u>Total</u> |

(Some answered more than once)

WHAT DOES THE TYPICAL AMERICAN
DO FOR RECREATION:

| | | |
|--------------------|---|----|
| Television | - | 22 |
| Golf | - | 17 |
| Bowl | - | 14 |
| Tennis | - | 11 |
| Spectator sports | - | 8 |
| Drink | - | 6 |
| Football | - | 5 |
| Swim | - | 5 |
| Camp | - | 5 |
| Sports | - | 4 |
| Movies | - | 4 |
| Entertains/parties | - | 4 |
| Softball | - | 4 |
| Ski | - | 4 |
| Baseball | - | 3 |
| Basketball | - | 3 |
| Read | - | 3 |
| Go to the beach | - | 3 |
| Football | - | 2 |
| Go out to eat | - | 2 |
| Fish | - | 2 |
| Hunt | - | 2 |
| Barbeque | - | 2 |
| Knit/needlepoint | - | 2 |

One each answered with the responses below:

| | | |
|-------------------------------|----------|------------------|
| Housework | Hockey | |
| P.T.A. | Bicycle | |
| Church | Sail | + |
| "Do Good" activity | Jog | |
| Shop | Travel | |
| Cook | Picnic | |
| Re with kids | Dance | |
| Coach little league | Smoke | |
| Garden | Politics | |
| Cut grass | Music | 23 |
| Sex | Theater | |
| Sleep | | |
| (Most gave several responses) | | <u>137 Total</u> |

WHAT IS THE TYPICAL AMERICAN'S RELIGION:

| | | | | |
|----------------|----------------|---|-------|-------|
| | Protestant | - | 35 | |
| Non-practising | Protestant | - | 5 | |
| | Christain | - | 3 | |
| Non-practising | Methodist | - | 1 | |
| | Presbyterian | - | 1 | |
| | Episcopal | - | 1 | |
| Non-practising | Roman Catholic | - | 1 | |
| | Agnostic | - | 1 | |
| | Not much | - | 1 | |
| | | | <hr/> | |
| | | | 49 | Total |

WHO IS THE MOST INFLUENTIAL IN THE FAMILY:

| | | | | |
|-------------------------|-------------|---|-------|-------|
| In home/family matters: | Female | - | 26 | |
| | Male | - | 18 | |
| | Money-Maker | - | 1 | |
| | No Answer | - | 1 | |
| | | | <hr/> | |
| | | | 46 | Total |

| | | | | |
|------------------------|-----------|---|-------|-------|
| In monetary decisions: | Female | - | 28 | |
| | Male | - | 14 | |
| | Either | - | 8 | |
| | No Answer | - | 1 | |
| | | | <hr/> | |
| | | | 51 | Total |

WHO IS MOST INFLUENTIAL IN SOCIETY:

| | | | | |
|--------------|--------|---|-------|-------|
| In business: | Male | - | 49 | |
| | Female | - | 1 | |
| | Both | - | 1 | |
| | | | <hr/> | |
| | | | 51 | Total |

| | | | | |
|--------------|--------|---|-------|-------|
| In industry: | Male | - | 47 | |
| | Female | - | 3 | |
| | Both | - | 1 | |
| | | | <hr/> | |
| | | | 51 | Total |

WHO IS THE MOST INFLUENTIAL IN SOCIETY:
(continued)

| | | | |
|--------------|--------|---|-----------------|
| In politics: | Male | - | 45 |
| | Female | - | 5 |
| | Both | - | 1 |
| | | | <u>51</u> Total |

DOES THE TYPICAL AMERICAN HAVE A PET:

| | | |
|-----------|---|-----------------|
| Yes | - | 48 |
| No | - | 0 |
| No Answer | - | 3 |
| | | <u>51</u> Total |

| | | | |
|---------------|------------|---|-----------------|
| IF YES, WHAT: | Dog | - | 28 |
| | Cat | - | 4 |
| | Dog or cat | - | 3 |
| | Dog & cat | - | 2 |
| | Bird | - | 1 |
| | Fish | - | 1 |
| | Hamster | - | 1 |
| | | | <u>40</u> Total |

WHERE DOES THE TYPICAL AMERICAN LIVE:

| | | |
|--------|---|-----------------|
| Suburb | - | 47 |
| City | - | 5 |
| Farm | - | 1 |
| Other | - | 1 |
| | | <u>54</u> Total |

(Some responded twice)

WHERE DOES THE TYPICAL AMERICAN LIVE:
(continued)

| | | | | | |
|-----------|---|-----------|-----------|---|-----------|
| Home | - | 44 | Owned | - | 27 |
| Apartment | - | 3 | Rented | - | 13 |
| No Answer | - | 1 | Mortgaged | - | 9 |
| Other | - | 2 | No Answer | - | 1 |
| | | <u>50</u> | | | <u>50</u> |
| | | Total | | | Total |

HOW LONG HAVE THEY LIVED THERE:

| | | | | |
|------------------|----|-----------|-------|--|
| less than 1 year | - | 1 | | |
| 1 year | - | 1 | | |
| 1½ years | - | 2 | | |
| 2 years | - | 9 | | |
| 3 " | - | 5 | | |
| 3½ " | - | 1 | | |
| 4 " | - | 7 | | |
| 4½ " | - | 2 | | |
| 5 " | - | 10 | | |
| 6 " | - | 1 | | |
| 7 " | - | 3 | | |
| 8 " | - | 3 | | |
| 10 " | - | 5 | | |
| 15 " | - | 2 | | |
| No Answer | - | 4 | | |
| Not all life | - | 1 | | |
| | | <u>56</u> | | |
| Median: | 4½ | years | Total | |

WHAT IS THE COLOR OF THE OUTSIDE OF THE HOUSE:

| | | | |
|---------|---|-----------|-------|
| White | - | 29 | |
| Brick | - | 6 | |
| Yellow | - | 5 | |
| Red | - | 3 | |
| Tan | - | 2 | |
| Pastels | - | 2 | |
| Wood | - | 2 | |
| Stone | - | 2 | |
| Green | - | 1 | |
| Brown | - | 1 | |
| | | <u>53</u> | Total |

HOW MANY ROOMS IN THE HOME:

| | | | |
|----------------------|-----------|---|-----------------|
| (1 bedroom) | 4 rooms | - | 2 |
| | 5 " | - | 5 |
| (2 bedrooms) | 6 " | - | 14 |
| | 7 " | - | 6 |
| (3 bedrooms 1 bath) | 8 " | - | 8 |
| (3 bedrooms 1½ bath) | 9 " | - | 7 |
| (3 bedrooms 2 bath) | 10 " | - | 8 |
| (4 bedrooms) | 11 " | - | 2 |
| | No Answer | - | 1 |
| | | | <u>53</u> Total |

HOW MANY PEOPLE ARE IN THE FAMILY:

| | | |
|-------------------------|---|-----------------|
| 1 person | - | 1 |
| 2 people | - | 0 |
| 3 people | - | 4 |
| 4 people | - | 27 |
| 5 people | - | 16 |
| 6 people | - | 2 |
| <u>Median family: 4</u> | | |
| | | <u>50</u> Total |

| | | | |
|-----------|------|---|----|
| Children: | Boy | - | 23 |
| | Girl | - | 24 |

DOES THE TYPICAL AMERICAN HAVE A CAR:

| | | |
|-----------------|---|----|
| Yes | - | 50 |
| No | - | 0 |
| <u>50</u> Total | | |

HOW MANY CARS:

| | | |
|-----------------|---|----|
| 1 car | - | 10 |
| 2 cars | - | 39 |
| 3 cars | - | 1 |
| <u>50</u> Total | | |

WHAT KIND/SIZE/TYPE OF CAR:

| | | |
|---------------|---|----|
| Small | - | 8 |
| Big | - | 7 |
| Medium | - | 6 |
| Practical | - | 1 |
| Economical | - | 1 |
| Expensive | - | 1 |
| Family car | - | 1 |
| American | - | 2 |
| Foreign | - | 1 |
| Compact | - | 12 |
| Station wagon | - | 19 |
| Sedan | - | 8 |
| 2-Door | - | 3 |
| 4-Door | - | 2 |
| Chevrolet | - | 12 |
| Volkswagon | - | 8 |
| Ford | - | 5 |
| Buick | - | 1 |
| T-Bird | - | 1 |
| Pontiac | - | 1 |
| Duster | - | 1 |
| Pick-up | - | 1 |

(Many answered more than once) 102 Total

DOES THE TYPICAL AMERICAN GENERALLY EAT:

| | | |
|-----------------|---|-----------------|
| At home | - | 50 |
| In a restaurant | - | 0 |
| | | <u>50</u> Total |

WHAT IS EATEN IN A TYPICAL AMERICAN MEAL:

| | | | |
|-------------------|------|--------------|------|
| Salad | - 21 | Potatoes | - 8 |
| Bread | - 6 | Mashed | - 14 |
| Cole slaw | - 1 | Baked | - 7 |
| Soup | - 1 | French fried | - 3 |
| Biscuits | - 1 | Chips | - 1 |
| <hr/> | | Gravy | - 1 |
| Meat | - 9 | <hr/> | |
| Beef | - 6 | Vegetables | - 15 |
| Hamburger | - 10 | Peas | - 7 |
| Steak | - 5 | String beans | - 4 |
| Roast beef | - 3 | Carrots | - 2 |
| Meat loaf | - 5 | Tomatoes | - 2 |
| Chicken | - 7 | Spinach | - 1 |
| Casserole | - 4 | Corn | - 1 |
| Pork chops | - 3 | Broccoli | - 1 |
| Macaroni & cheese | - 2 | Baked beans | - 1 |
| Hot dogs | - 1 | <hr/> | |
| Sandwich | - 1 | Cocktails | - 2 |
| Ham | - 1 | Alcohol | - 1 |
| <hr/> | | Milk | - 26 |
| Ice cream | - 9 | Coffee | - 13 |
| Pie | - 11 | Coca Cola | - 5 |
| Apple | - 6 | Tea | - 5 |
| Cherry | - 2 | Iced tea | - 3 |
| Ala mode | - 1 | Beer | - 3 |
| Cake | - 11 | Pop | - 2 |
| Chocolate | - 3 | Water | - 1 |
| Pudding | - 3 | Orange juice | - 1 |
| Jello | - 2 | Wine | - 1 |
| Cookies | - 1 | | |

(As respondents gave many items, no total is given.)

DOES THE TYPICAL AMERICAN TAKE A
FOREIGN GUEST TO EAT:

| | |
|-----------------|------|
| Home | - 44 |
| To a restaurant | - 5 |

49 Total

(One respondent replied they wouldn't have foreign guests)

WHAT DOES THE TYPICAL AMERICAN SERVE

A FOREIGN GUEST:

| | | | | | |
|-----------------|---|----|--------------|---|----|
| Salad | - | 28 | Potatoes | - | 7 |
| Bread | - | 3 | Mashed | - | 15 |
| Biscuits | - | 3 | Baked | - | 15 |
| Soup | - | 1 | French fried | - | 1 |
| <hr/> | | | Gravy | - | 1 |
| Meat | - | 3 | <hr/> | | |
| Beef | - | 2 | Vegetables | - | 11 |
| Steak | - | 18 | Peas | - | 10 |
| Roast beef | - | 16 | Corn | - | 6 |
| Hamburger | - | 4 | String beans | - | 3 |
| Barbeque | - | 2 | Carrots | - | 1 |
| Jack-in-the-Box | - | 1 | Baked beans | - | 1 |
| Meat loaf | - | 1 | Tomatoes | - | 1 |
| Chicken | - | 7 | <hr/> | | |
| Ham | - | 1 | Pie | - | 12 |
| Pork chops | - | 1 | Apple | - | 12 |
| Spaghetti | - | 1 | Cherry | - | 3 |
| <hr/> | | | Ala mode | - | 4 |
| Cocktails | - | 5 | Ice cream | - | 3 |
| Coffee | - | 20 | Jello | - | 3 |
| Milk | - | 11 | Sherbet | - | 1 |
| Wine | - | 8 | Banana split | - | 1 |
| Beer | - | 3 | Brownies | - | 1 |
| Coca Cola | - | 3 | Dessert | - | 1 |
| Pop | - | 2 | Fruit | - | 1 |
| Iced tea | - | 2 | | | |
| Water | - | 2 | | | |

(As respondents gave many items, no total is given.)

WHAT IS THE TYPICAL AMERICAN'S

ECONOMIC STATUS:

| | | |
|--------------|---|----------|
| Lower | - | 1 |
| Lower Middle | - | 10 |
| Middle | - | 32 |
| Upper Middle | - | 6 |
| Upper | - | 1 |
| <hr/> | | |
| | | 50 Total |

HOW IS THE TYPICAL AMERICAN

DRESSED:

MENEVERYDAY

| | | | | | |
|-------------|---|----|---------------|---|----|
| Suit | - | 9 | Slacks | - | 23 |
| Double-knit | - | 3 | Plaid | - | 3 |
| Polyester | - | 3 | Dark | - | 3 |
| Blue | - | 4 | Colored | - | 1 |
| Dark | - | 3 | Brown | - | 5 |
| Light | - | 1 | Blue | - | 4 |
| | | | Black | - | 3 |
| Shirt | - | 30 | Olive | - | 2 |
| Longsleeve | - | 1 | Solid | - | 1 |
| Shortsleeve | - | 1 | Grey | - | 1 |
| Striped | - | 9 | Red | - | 1 |
| Plaid | - | 2 | | | |
| Colored | - | 4 | Leather shoes | - | 20 |
| White | - | 5 | Dark | - | 1 |
| Blue | - | 5 | Brown | - | 3 |
| Brown | - | 2 | Black | - | 3 |
| Red | - | 1 | White | - | 1 |
| Pink | - | 1 | Mush puppies | - | 1 |
| Yellow | - | 1 | Boots | - | 5 |
| Grey | - | 1 | 3/4 length | - | 2 |
| Pastel | - | 1 | Ankle | - | 1 |
| | | | | | |
| Tie | - | 10 | Belt | - | 3 |
| Striped | - | 2 | | | |
| Blue | - | 2 | Sweater | - | 5 |
| Maroon | - | 2 | | | |

Carrying:

| | | | | | | | | |
|----------------|---|----|-------------|---|---|------------|---|---|
| Briefcase | - | 18 | Watch | - | 6 | T.V. guide | - | 1 |
| Tennis racket | - | 1 | Books | - | 1 | Sunglasses | - | 1 |
| Dog on a leash | - | 1 | Rings | - | 5 | Raincoat | - | 1 |
| Car keys | - | 3 | Drink | - | 3 | Rake/hoe | - | 1 |
| | | | The garbage | - | 1 | | | |

HOW IS THE TYPICAL AMERICAN

DRESSED:
(continued)MENCASUAL

| | | | | | |
|--------------|---|---|--------------|---|---|
| Blue jeans | - | 5 | Tennis shoes | - | 2 |
| Shorts | - | 2 | Sandals | - | 1 |
| Bell bottoms | - | 1 | Work shoes | - | 3 |
| <hr/> | | | Work boots | - | 1 |
| Polo shirt | - | 3 | <hr/> | | |
| Golf shirt | - | 2 | White sox | - | 2 |
| Work shirt | - | 3 | <hr/> | | |
| | | | Suede jacket | - | 1 |

WOMEN

| | | | | | |
|--------------|---|---|------------|---|---|
| Slacks | - | 5 | Blouse | - | 2 |
| Matching top | - | 4 | Navy blue | - | 2 |
| Pantsuit | - | 4 | Dark green | - | 1 |
| Bell bottoms | - | 2 | Grey | - | 1 |
| Blue jeans | - | 1 | White | - | 1 |
| Shorts | - | 2 | Red | - | 1 |
| Skirt | - | 2 | Maroon | - | 1 |
| Plaid | - | 1 | <hr/> | | |
| <hr/> | | | Housedress | - | 1 |
| Heels | - | 7 | Apron | - | 1 |
| Low | - | 3 | T-shirt | - | 2 |
| Stacked | - | 3 | Shirt | - | 2 |
| High | - | 1 | Sweatshirt | - | 1 |
| Sox | - | 1 | | | |
| Hose | - | 5 | | | |

Miscellaneous:

| | | | | | |
|-----------------|---|----|-----------|---|---|
| With make-up | - | 1 | Rings | - | 5 |
| Without make-up | - | 1 | Curlers | - | 1 |
| Handbag | - | 10 | Cigarette | - | 3 |
| Shoulder bag | - | 4 | Watch | - | 6 |

Carrying:

| | | | | | | | | |
|--------|---|---|--------|---|---|------|---|---|
| Sewing | - | 1 | Diaper | - | 1 | Baby | - | 1 |
|--------|---|---|--------|---|---|------|---|---|

RESPONSES TO THE QUESTIONNAIRE ON THE TYPICAL AMERICAN

SIDE IIAMERICANMEN *

AMERICANS ARE:

materialistic 5
 bourgeois
 practical
 competitive
 ambitious
 work-oriented
 in a hurry
 fast-moving
 aggressive
 ulcer-ridden

friendly
 superficially friendly
 interested
 anti-intellectual
 narrow-minded
 self-centered
 very ethnocentric

self-revealing
 naïve
 gregarious
 loud
 talkative to a fault

generous 2
 church-goers
 number one
 WASP
 concerned about their health
 fat
 incessant t.v. watchers
 incessant telephone users

a people who :

don't hesitate to use the car for
 short distances
 eat at fixed hours
 eat meat 3 times a day
 love to drink coffee
 love sports
 love to watch t.v.

like to have a good time
 like to complain
 like to complain about money, but
 seem to have enough of it
 live in wooden houses

think life was simpler 20 years ago
 think the country's going to hell
 think their way is the only way
 think they're the standard of the
 world

+ * + * + * + * + * + * + * + * + * + * + * + * + * + * + * + * + * + *

AMERICAN MEN ARE:

meat and potato men
 overweight
 beer-bellied
 large
 lazy at home
 newspaper readers
 sports enthusiasts
 hard-working 2
 business-minded

interested in sex
 unsure of themselves as sex roles
 change
 resisting changes vis-a-vis women
 domineering, unless challenged
 hen-pecked
 pussy-whipped
 weak
 scared

* indicates number of similar responses.

AMERICAN MEN ARE:
(continued)

tolerant
conditioned to appear stable
expected to be strong and
unemotional
aloof as fathers
"macho"
ego-centric
underrated

interested in making money
underpaid
aware of world problems and
issues
close-minded
defensive
aggressive
happy

+ * + * + * + * + * + * + * + * + * + * + * + * + * + * + * + *

AMERICAN WOMEN ARE:

loud
pushy 3
aggressive
aggressively in pursuit of
passivity
conditioned to appear in-
secure
basically dependent
docile by role rather than
by nature
increasingly more confident
becoming liberated
well-dressed
emotional
mixed-up
bitchy
masochistic
spoiled

thin
homely
make-up users
fat-bottomed
appearance conscious
concerned about appearance,
especially weight

trained to raise a family
home-oriented
occupied with their kids
taking the kids to and from
anywhere & everywhere
taking part-time jobs

concerned
loving
interested in sex
strong
suppressed

+ * + * + * + * + * + * + * + * + * + * + * + * + * + * + * + *

AMERICAN CHILDREN ARE:

spoiled
campaered
selfish
suppressed
oppressed
socially oriented
outdoorsy
school bus riders
television watchers

adults too soon
forced to be independent early
forced into social mold
expected to exceed accomplish-
ments of parents
mature
sophisticated
fun
loved
highly valued

AMERICAN CHILDREN ARE:
(continued)

good until they're 12, then
downhill until 18
rotten, little punks
misunderstood

+ * + * + * + * + * + * + * + * + * + * + * + * + * + * + *

AMERICANS THINK FAMILY LIFE IS:

the only life
the "be all" and "end all"
extremely important
super
satisfying
desirable

important only to a degree
uninteresting
an ideal
important as an ideal
held in unattained vision,
not reality

hectic
changing too fast
secure
difficult but worth it
worth spending money on
cohesion as family unit is generally
impossible to attain
having meals together
going to church together on
Sunday
spending summer vacation together

+ * + * + * + * + * + * + * + * + * + * + * + * + * + * + *

AMERICANS THINK FOREIGNERS ARE:

quaint
quaint, but with wrong ideas
curious
interesting curiosities
strange
peculiar
mysterious
cute, but slightly inscrutable
charming
corrupt
disorganized
politically inert
always fighting among them-
selves
unlucky not to have been born
Americans
historically/culturally superior
enjoyable when things American
are the center of interest
hyper-emotional

inferior 2
somewhat inferior
poorer than they are
generally lower class
unacceptable in social situations
unclean
lazy
unlucky
non-English speakers
stupid if they don't know English
jealous of the U.S.
threatening
suspicious
communist
having strange ideas about the
U.S. - admiration, hate
picking on us
corrupt
elegant
having huge families

AMERICANS HIGHLY VALUE OR THINK THE MOST IMPORTANT THINGS ARE:

| | | | |
|----------------------------------|---|--|---|
| material things | 4 | their freedom | 3 |
| material possessions | 3 | freedom of thought and action | |
| money | 7 | independence | |
| cars | | personal independence | |
| owning a home | | self-determinism | |
| size | | their right to vote | |
| ambition | | their constitutional rights | |
| competition | | their idea of freedom | |
| achievement | | nuclear families | |
| long-lasting friendships | | their children | |
| fun | | education | |
| love | | a permanent job | |
| romantic love | | security | |
| leisure time | | peace of mind | |
| active male-female relationships | | the dream of finding the bird of happiness | |
| patriotism | | | |

RESPONSES TO THE QUESTIONNAIRE ON THE TYPICAL AMERICAN

SIDE II

AMERICAN

WOMEN

AMERICANS ARE:

| | |
|-------------------------------|----------------------------------|
| materialistic 5 | industrious 2 |
| possession-conscious | hard-working 2 |
| rich in material possessions | ambitious |
| materially-minded | competitive 2 |
| money hungry | trying to keep up with the |
| affluent | Joneses |
| well-to-do | time-oriented |
| abundant | in a hurry 2 |
| overweight | hurried |
| well-fed | carefree |
| gluttonous | warm-hearted |
| fat | open 3 |
| out-of-shape | out-going 2 |
| energetic | easy-going |
| tall | fun-loving |
| young | gregarious |
| strong | boisterous |
| athletic | helpful 2 |
| weather watchers | friendly 7 |
| would rather watch t.v. than | superficially friendly |
| anything else | appear superficial to foreigners |
| church-goers | kind to people and animals |
| mobile | generous 2 |
| wanting a decent-looking & | generous if approved correctly |
| happy home | confused |
| a mixture of nationalities | un-questioning |
| weird 2 | naïve |
| culturally insensitive | blundering |
| ignorant of other cultures | nondescript |
| thinking theirs is the only | interesting |
| way | interested |
| thinking of themselves as the | searching |
| standard bearer of the | choose to be oblivious |
| world | generally well-informed |
| xenophobic | in lack of cultural identity |
| well-intentioned | going through a values crisis |
| insincere | guilt-ridden |
| complicated | self-critical |
| uniform | psychologically oriented |
| paradoxical | not living lives to the fullest |

AMERICANS ARE:

(continued)

individualistic 2
 imperialistic 2
 basically well-intentioned
 practical
 educated
 organized
 disorderly

self-centered
 egocentric
 conceited
 tacky
 very diverse
 passive
 lonely

+ * + * + * + * + * + * + * + * + * + * + * + * + * + * + *

AMERICAN MEN ARE:

interested in sports
 sports-minded
 sporty
 outdoorsy
 athletic
 sexy
 cute
 well-built
 physically attractive
 unattractive
 overweight
 beer-bellied
 beer drinking
 drinking a lot
 weak
 wishy washy
 wimpy
 insecure 3
 unsure of themselves
 feeling challenged by women
 tolerant of American women,
 which the men from other
 countries are not
 very tolerant with some things
 open to new ideas
 friendly
 natural
 playing their role
 beginning to break out of
 their roles
 more comfortable in their
 role-determined selves

providers
 work horses
 hard-working 4
 too hard-working
 driving for economic betterment
 under constant pressure to perform
 and produce in order to be con-
 sidered "a man" 2
 too concerned with success
 success-oriented
 ulcer-oriented
 strong 2
 proud
 reliable
 full of themselves
 egoist 2
 selfish
 self-conscious
 inhibited
 shy
 not showing their feelings
 cautious about commitment
 warm, though not praised
 loving
 thoughtful
 considerate 2
 wanting to please
 caring - up to a point
 open 2
 expressive
 spontaneous

AMERICAN MEN ARE:

(continued)

aggressive 4
 ambitious
 outspoken
 oppressive
 in power
 important
 fascists
 becoming more independent
 serious
 smart
 educated
 fun
 good-humored
 with a good sense of humor
 pretty unhappy

unaggressive
 indecisive
 pragmatic
 patient
 nice 2
 gentle
 childish
 boyish
 feminine
 overly concerned with sex
 fixated with the female breast
 horny
 out of touch, but overly con-
 cerned with giving the im-
 pression of being in touch

+ * + * + * + * + * + * + * + * + * + * + * + * + * + * + * + *

AMERICAN WOMEN ARE:

not describable
 independent 7
 dependently independent
 more dependent than they think
 they are
 desiring & fearing independence
 self-confident
 strong
 strong-willed
 competitive
 ambitious
 aggressive 3
 demanding
 domineering
 class conscious
 confused
 unsure of themselves
 accenting
 flexible
 adaptable
 unmotivated
 complacent
 stagnant

waking up
 raising their awareness
 seeking
 changing 3
 coming along
 exploring new lives
 striking out to find a new place
 in life & new fulfillment
 in a tumultuous period
 giving the illusion they know
 where they are going, but
 they really don't
 unaware of their potential
 not taking advantage of their
 potential
 taken advantage of
 sacrificing
 playing their roles
 caught between the comfort of
 traditional roles and the
 new, more liberated aware-
 ness of their potential

AMERICAN WOMEN ARE:
(continued)

| | | |
|---------------|---|-------------------------------------|
| open | 2 | friendly |
| free | | caring |
| casual | | sensitive |
| out-going | | in need of a lot of affection |
| loud | | desirous of loyal love from a man |
| politicized | | inclined to be romantic |
| liberal | | |
| intelligent | 2 | in need of the admiration of a man |
| educated | | after husbands |
| well-educated | | high strung |
| capable | | flighty |
| practical | | treated extremely well, but spoiled |
| succeeding | | boring 2 |

natural
 beautiful
 supportive
 good mothers
 fashion conscious
 concerned about her appearance
 family oriented
 showy
 overweight 2
 unathletic
 overly concerned with diets
 fat
 housewives

+ * + * + * + * + * + * + * + * + * + * + * + * + * + * + * + * + * + *

AMERICAN CHILDREN ARE:

| | | |
|-----------------|----|---|
| spoiled | 13 | intelligent |
| spoiled to hell | | bright |
| brats | 4 | well-educated |
| obnoxious | 2 | fairly knowledgeable |
| overindulged | 3 | interested in things around them |
| undisciplined | | receptive to new activities |
| noisy | | inquisitive 2 |
| naughty | | creative |
| irresponsible | | not encouraged to tap own imagination or creativity |
| lazy | | expecting to be entertained |
| smart-alecks | | |
| cute | 3 | healthy |
| friendly | 2 | rich |
| chubby | | privileged |
| well-dressed | | deprived |

AMERICAN CHILDREN ARE:

(continued)

| | | | |
|----------------------------|---|-----------------------------------|---|
| open | 2 | competitive | 2 |
| explorative | | game-oriented | |
| free | | educationally & extracurricu- | |
| liberated | | larly pushed by parents | |
| carefree | | growing up progressively faster | |
| exuberant | | growing up much too fast | 2 |
| boisterous | | tactless | |
| sociable | | outspoken | |
| self-confident | | bold | |
| sure of themselves | | conceited | |
| being victimized by our | | ungrateful to parents too often | |
| society | | questioning ways of life & values | |
| victimized by an abundance | | of society | |
| of material things | | fewer than 20 years ago | |
| given material possessions | | not a part of the functioning | |
| as a substitute for | | family | |
| real relationships | | independent | 5 |
| benefitted & victimized by | | flexible | |
| parents & society | | sensitive | |
| being programmed | | fun | |
| insensitive | | luckier than most | |

+ * + * + * + * + * + * + * + * + * + * + * + * + * + * + * + *

AMERICANS THINK FAMILY LIFE IS:

| | | | |
|-------------------------------------|---|-----------------------------------|--|
| wonderful | | the greatest | |
| good | | worth preserving | |
| a positive thing | | a part of life | |
| the ideal | | an introduction to life | |
| the only way to live | | a base for growth | |
| sacred | | a source of loyalty & support | |
| all-American | | a joke | |
| the center of the world | | going down the drain | |
| necessary | | non-essential | |
| normal | | not the center of activity | |
| desirable | | realistically a drag | |
| an important institution | | one aspect of life - not the pri- | |
| important | 4 | mary element | |
| very important | 3 | fractured | |
| important on an intellectual basis, | | breaking up | |
| but not in practice | | diminishing | |
| less important than it used to be | | dwindling | |
| not the most important thing | | not as demanding as it had been | |
| important, however this idea is | | historically | |
| changing | | | |

AMERICANS THINK FAMILY LIFE IS:

(continued)

doing socially acceptable things
 appearing as a unit
 watching t.v.
 having backyard barbeques
 playing together
 everyone pulling their own weight
 a social unit where everyone must
 push & pull their own weight
 where the provider is ranked top
 mother-oriented
 first step on the way to adultery

a worthwhile tradition & insti-
 tution
 essential to the education &
 growth of children
 worth safe-guarding
 ideally good
 noble in a mythological way
 going to happen someday
 taken for granted
 restrictive

+ * + * + * + * + * + * + * + * + * + * + * + * + * + * + *

AMERICANS THINK FOREIGNERS ARE:

interesting 9
 curious 5
 strange 5
 different 4
 exotic 3
 really different
 mysterious
 weird
 friendly
 funny 2
 amusing
 awkward
 bawdy
 loud
 impolite
 obnoxious
 leaning toward pinko-ism
 plotting
 scheming
 communists
 revolutionaries
 undemocratic
 insensitive to their own
 countries' needs
 to be blamed for the present
 economic situation
 an economic threat
 always ready to cheat them
 untrustworthy

not quite as good as they are
 a little bit behind us
 a little bit slow
 not as smart as they are
 not as intelligent
 not as enlightened as they are,
 nor as fortunate
 not very "with it"
 not having as much as Americans
 inferior 3
 second-class human beings
 ignorant
 backward
 poor
 underdeveloped
 underprivileged 3
 uncultured
 culturally superior
 culturally richer
 to be questioned about everything
 in their own countries
 snobby
 pretentious
 of sociological interest
 not thought of much
 not even considered
 non-existent

AMERICANS THINK FOREIGNERS ARE:
(continued)

in need of our superior mental
& technological resources
in need of our goods & money
in need of being shown a "better
way of life"

charming in small groups
quaint
people who should "keep their
place"

judgmental of America
ungrateful to America
amazingly unknowledgable about
U.S. geography & language
trying to be like Americans
hard to relate to
broadening opportunities for
their children, but not
for themselves

+ * + * + * + * + * + * + * + * + * + * + * + * + * + * + * + *

AMERICANS HIGHLY VALUE OR THINK THE MOST IMPORTANT THINGS ARE:

money 7
wealth
their savings
thriftiness

material things 3
material goods 3
material possessions 4
material goods as signs of
success
outward signs of success
success 3

status 2
status symbols
status positions
status in community

cars 5
homes 3
where they live, if
prestigious
houses
clothes
property
energy-consuming gadgets
food
entertainment

materialism - however there
is a trend toward higher
consciousness & concern
for universal sharing

cooperation
world peace
the earth
natural resources

the philosophical tenets upon
which America is founded
right to act independently
independence 4
personal independence
free speech
free enterprise
freedom 3
freedom of choice
the illusion of freedom
freedom to come and go
the right to happiness

America
their country 2
their notion of democracy
the government
strong government
law and order
discipline

appearing as a unit
their family
relationships outside the family
their way of life
their life
the "right" things
the image
appearance 2
beauty
youth

individualism
privacy 3
honesty 2
their standards - wherever they may
be

AMERICANS HIGHLY VALUE OR THINK THE MOST IMPORTANT THINGS ARE:

(continued)

big "everything"
t.v. newscasts
a feeling of world superiority
change
they don't know what they value

APPENDIX

STATISTICAL INFORMATIONSYNTHESIZED

The typical American is: Brown-haired Brown-eyed

28.1 years old (26.8 if male: 29.4 if female) and will live to be 73.9 years old (70.9 if male: 78.0 if female) and will die of cardio-vascular disease

Sex Ratio: 95.0 males per 100 females

In good health Not wearing glasses

Weighing 164 lbs. or 74.5 kg. if male
127 lbs. or 58 kg. if female

Standing 5 ft. 10.2 in. or 175 cm. if male
5 ft. 4.4 in. or 160 cm. if female

Employed in the sale of wholesale or retail goods or in the manufacture of durable goods (Working 36.9 hours per week)

Middle class (earning \$12,840 a year)

Living in the same state as born, in a town of 50,000 or less, in the suburbs, within 50 miles of a coastline. Living in own one-unit, one-story, 33-37 years old, gas-heated, 5-room home. It has all indoor plumbing and a garage, and is equipped with a refrigerator, washing machine, and a television set

Christian : Protestant

Interested in listening to records and the radio, watching t.v., going to the movies, horse and greyhound races, baseball and football games. Interested in driving, sightseeing, visiting state, national and historical parks, walking, camping, swimming, and golfing. The picnic is the most favored recreation

has: Family origins in Europe, probably in Germany, Great Britain or Ireland

Completed 12.54 years of school

Travelled by car within 600 miles of home with the family for under 5 nights and, if travelled abroad, has gone by air to Europe for 24 days, spending \$21.20 per day

STATISTICAL INFORMATION -- Page 2SYNTHESIZED

The Typical American has:

- A pet dog
- A 5.74 year-old, 2 or 4-door, hard top car which cost \$2,194 new and has been 9,969 miles
- English as the language spoken at home
- A family in which women are most influential in home and family matters
- A society in which men are most influential in business, industry, and politics
- Been married since 23.3 years if male or 21.0 female
- No children
- Meat : Beef Potatoes
- Fresh vegetables
- Milk Bread & margarine
- Coffee with sugar
- Apple pie ala mode

wears:

Men

- Trousers and sports coat of cotton blend
- A cotton blend shirt
- Ankle-length socks
- Leather shoes

Women

- A blouse and skirt or a dress of cotton blend
- Pantyhose Leather shoes

does: Not smoke

RESPONSES OF AMERICAN INTERVIEWEES - Page 1

SUMMARIZED

The Typical American is: Brown-haired Brown-eyed
 34½ years old Male
 In good health With reading glasses
 Weighing 167 lbs. or 77 kg. if male
 130 lbs. or 59 kg. if female
 5 ft. 11 in. or 177.5 cm. if male
 5 ft. 6 in. or 165 cm. if female
 Working in an office
 Married, with 2 children: one boy & one girl
 Living in his own home, which has 7 rooms
 and a white exterior, in the suburbs,
 where they've lived for 4 ½ years
 Protestant
 Golf and tennis playing, t.v. watching, in-
 terested in sports as a participant and
 as a spectator, a drinker, bowler, cam-
 per and a swimmer

has: Been in the U.S. for 3 or 4 generations
 Come from Northern or Western Europe, pro-
 bably Great Britain, particularly Eng-
 land, or from Germany
 Completed 4 years of college
 Travellèd within the U.S.A. and perhaps to
 Europe
 A pet dog
 2 cars: a small, compact Volkswagon and a
 station wagon
 A family in which women are most influential
 in home/family matters and in monetary
 decisions
 A society in which men are most influential
 in business, industry, and politics

eats: At home and has:
 Salad Bread Mashed potatoes
 Meat : beef : hamburger Milk
 Vegetables : peas and string beans
 Coffee Apple pie ala mode or cake
 ala mode

RESPONSES OF AMERICAN INTERVIEWEES - Page 2

SUMMARIZED

The Typical American takes: A foreign guest home and serves:
 Salad Mashed or baked potatoes
 Meat : beef : steak or roast beef
 Vegetables : peas and corn Milk
 Coffee Apple pie ala mode
 perhaps Wine

is: Middle Class

wears: MEN

Everyday:

A double-knit, polyester dark-blue suit or
 or Dark brown and blue plaid slacks and a
 sweater

A striped blue and white shirt

A striped maroon and blue tie

Dark brown leather shoes

A belt, wristwatch

carries: A briefcase and car keys and wears rings

Casual:

Blue jeans

A polo shirt or work shirt

Work shoes and white socks

WOMEN

Slacks and matching top or a pantsuit

A navy blue blouse

Low or stacked heels and hose

Rings and a wristwatch

carries: A handbag or shoulder bag and a cigarette

RESPONSES OF FOREIGN INTERVIEWEES - Page 1

SUMMARIZED

The Typical American is: Blonde Blue-eyed
 29 years old Male
 In good health Wearing glasses
 Weighing 154 lbs. or 70 kg. if male
 149 lbs. or 68 kg. if female
 6 ft. or 180 cm. if male
 5 ft. 7.2 in. or 168 cm. if female
 Working as a professional or in an office
 as a businessperson
 Married, with 4 children
 Living in his own home, which has 6 rooms
 and a white exterior, in the suburbs,
 where they've lived for 5 years
 Protestant
 Golf and tennis playing, t.v. watching,
 interested in sports as a partici-
 pant and as a spectator, interested
 in reading

has: Been in the U.S. for 3 or 4 generations
 Come from Great Britain, probably England,
 or from Germany
 Completed 4 years of college
 Travelled within the U.S. and Europe
 A pet dog
 2 cars: a big Chevrolet and a small Volkswagon
 A family in which women are most influential
 in home/family matters and monetary de-
 cisions
 A society in which men are most influential
 in business, politics, and industry

eats: At home and has:
 Salad Meat : beef : hamburger
 Vegetables : peas French fried potatoes
 Milk Coffee Apple pie ala mode

takes: A foreign guest home and serves:
 Salad Vegetables : string beans
 Meat : beef : steak French fried potatoes
 Wine Coffee Apple pie ala mode

RESPONSES OF FOREIGN INTERVIEWEES - Page 2

SUMMARIZED

The Typical American

is: Middle Class

wears:

MEN

Everyday:

a dark suit

or brown colored slacks and a plaid sport coat

a long-sleeved, colored, striped, white and
blue shirt

a striped red and blue tie

leather shoes

a hat, belt, and wristwatch

and carries books and a pipe

Casual:

Blue jeans

A tee-shirt

A sweater

Tennis shoes

Long hair and a moustache

WOMEN

Blue jeans

A brown or yellow blouse

Shoes

and carries a shoulder bag

with rings and necklaces

SAMPLE PRESENTATION

OF

SIDE II RESPONSES

Americans are:

1. people
 2. freaks
 3. complicated
 4. weird
 5. paradoxical
-
1. tall
 2. young
 3. athletic
 4. fat
 5. overweight
 6. overfed
 7. gluttonous
 8. concerned about health
 9. eat at fixed hours
 10. love to drink coffee
 11. ulcer-ridden
-
1. multi-ethnic
 2. WASP
 3. a mixture of nationalities
 4. only speak English
 5. proud of the American heritage
 6. afraid of Communism
 7. ignorant of things outside the United States
 8. ethnocentric
 9. patriotic
 10. xenophobic
 11. insensitive to foreign cultures
 12. oblivious
-
1. fast-moving
 2. hurried
 3. in a hurry
 4. time-oriented
 5. mobile
 6. loose
-
1. liberal
 2. conservative
 3. church-goers
 4. car-users
 5. t.v. watchers
 6. sports watchers
 7. weather watchers

SAMPLE PRESENTATION

OF

SIDE II RESPONSES - Page 2

Americans are:
continued.

1. materially satisfied
2. anxious about money
3. affluent
4. well-to-do
5. money hungry
6. possession conscious
7. materialistic
8. thrifty
9. abundant
10. bourgeois

1. organized
2. well-organized
3. disorganized
4. psychologically oriented
5. childish
6. practical
7. immature
8. automatons
9. analytical

1. losing their cultural identity
2. only concerned with their own identity
3. romantic
4. perplexed
5. searching for the meaning of life
6. self-critical
7. nostalgic
8. guilt-ridden

1. loud
2. talkative
3. boisterous
4. gregarious
5. lonely

1. friendly
2. superficially friendly
3. unfriendly to foreigners
4. very revealing
5. snobbish
6. carefree
7. hardworking
8. casual
9. like to have a good time

SAMPLE PRESENTATION

OF

SIDE II RESPONSES - Page 3Americans are:
continued

1. complaining
 2. non-questioning
 3. intelligent
 4. narrow-minded
 5. open
 6. anti-intellectual
 7. educated
 8. industrious
 9. generous
 10. insincere
 11. well-intentioned
 12. mistrustful
 13. kind to people and animals
-
1. cold
 2. warm-hearted
 3. helpful
 4. nice
 5. of good character
 6. conceited
 7. interested
 8. self-centered
 9. interested in others once they decide whether they like them or not
 10. gullible
 11. easy to deceive
 12. naive
 13. independent
 14. polite
 15. individualistic
 16. passive
 17. energetic
 18. strong control over emotions
 19. honestly express emotions
 20. pessimistic

Based on the reponses to the questionnaire: "The Typical American"

THE TYPICAL AMERICAN

=====

AGE _____ HEIGHT _____ WEIGHT _____
 HAIR COLOR _____ EYE COLOR _____ GLASSES _____
 SEX _____ HEALTH _____
 Excellent Good Fair Poor

GENERATIONS IN THE U.S.: _____ REGION/COUNTRY OF ORIGIN: _____

EMPLOYED ? _____ OCCUPATION/JOB _____

WHAT DOES THE TYPICAL AMERICAN DO FOR RECREATION:

DOES THE TYPICAL AMERICAN TRAVEL ? _____

IF YES, WHERE: _____

MARITAL STATUS _____ HOW MANY PEOPLE IN FAMILY _____

WHERE DOES THE TYPICAL AMERICAN LIVE:

City Suburbs Farm Other

IN: An apartment _____ Owned _____

A house _____ Rented _____

Mortgaged _____

HOW MANY ROOMS _____ COLOR OF THE OUTSIDE _____

HOW LONG HAVE THEY LIVED THERE ? _____

WHO IS THE MOST INFLUENTIAL IN THE FAMILY:

In home/family matters _____

In financial decisions _____

WHO IS THE MOST INFLUENTIAL IN SOCIETY:

In business _____

In industry _____

In politics _____

THE TYPICAL AMERICAN

=====

Complete the following sentences with as many words
or phrases as you want:

1. Americans are
2. American men are
3. American women are
4. American children are
5. Americans think family life is
6. Americans think foreigners are
7. Americans highly value or think the most impor-
tant things are