

Beatle haircut

OCTOBER 6
BEATLE HAIRCUT

Interviewing Date 9/16-21/65
Survey #717-KB Question #19

As you know, many boys today wear their hair very long. Do you think the schools should require boys to keep their hair cut short?

Should.....	80%
Should not.....	17
No opinion.....	3

In bad taste

MAY 4

BAD TASTE

Interviewing Date 2/10-15/66
Survey #724-K

Question #8a

Which do you consider to be in "bad taste"?

	<i>Men</i>	<i>Women</i>	<i>Natl.</i>
Wearing hair curlers in public?.....	62%	65%	63%
Wearing stretch pants in public?.....	40	48	44
Women smoking while driving or walking?.	45	57	51
Women who squeeze up to driver?.....	41	55	48
Women wearing shorts in public?.....	53	67	60

Men who do not wear coats in restaurants?	23	19	21
Men who work around the house in under- shirts?.....	17	20	19
Men who fail to stand up when women en- ter a room?.....	46	41	44
Men who wear sport- shirts in church?...	46	48	47
Men who wear beards?	34	39	36

Interviewing Date 2/10-15/66
Survey #724-K

Question #8b

Which of these have you ever done?

Women

	<i>Have Done</i>
Stretch pants in public.....	34%
Hair curlers in public.....	23
Smoking while driving, walking.....	17
Wearing shorts in public.....	12
Squeezing up to driver.....	3

Men

Wearing undershirt to work in.....	45%
Not wearing coat in restaurant.....	34
Not standing up for women.....	26
Wearing sport shirts in church.....	14
Wearing a beard.....	5

Miniskirt – new style

**JUNE 21
FASHION**

Interviewing Date 5/11-16/67 Question #7a
Survey #745-A

Have you heard or read about the "mini-skirt"?

Yes..... 95%
No..... 5

Interviewing Date 5/11-16/67 Question #7b Index #25
Survey #745-A

All those who said they had heard or read about the "miniskirt," were asked: Do you like or dislike this new style?

Like new style..... 37%
Dislike it..... 63

Interviewing Date 5/11-16/67 Question #7c Index #25
Survey #745-A

Would you object to a daughter of yours wearing a miniskirt?

Yes..... 70%
No..... 30

Preferred skirt length

SEPTEMBER 6

FASHIONS

Interviewing Date 7/31-8/2/70
Survey #811-K Question #11 Index #63

Which one of these four dress lengths do you like best — (1) the mini — that is, skirts well above the knee; (2) skirts at the knee; (3) the midi — that is, skirts below the knee, or (4) the maxi — that is, floor length?

Preferences of Women

At the knee.....	70%
Mini.....	18
Midi.....	10
Maxi.....	1
No opinion.....	1

Women — By Age 21-29 Years

At the knee.....	47%
Mini.....	51
Midi.....	—
Maxi.....	2
No opinion.....	—

30-49 Years

At the knee.....	79%
Mini.....	16
Midi.....	3
Maxi.....	—
No opinion.....	2

50 Years and Over

At the knee.....	71%
Mini.....	5
Midi.....	21
Maxi.....	1
No opinion.....	2

Preferences of Men

At the knee.....	51%
Mini.....	33
Midi.....	9
Maxi.....	1
No opinion.....	6

Men — By Age 21-29 Years

At the knee.....	29%
Mini.....	64
Midi.....	4
Maxi.....	1
No opinion.....	2

30-49 Years

At the knee.....	51%
Mini.....	36
Midi.....	6
Maxi.....	1
No opinion.....	6

50 Years and Over

At the knee.....	62%
Mini.....	15
Midi.....	12
Maxi.....	2
No opinion.....	9

Analysis of the results by region of the country shows the "mini" to be twice as popular in the East and Far West as in the South and Midwest.