

November 18, 1971

MEMORANDUM FOR:

BOB MARIK

FROM:

B.F.
BARBARA FRANKLIN

SUBJECT:

Attitude Survey - Women's Issues

You have probably thought of this, but here are a few quick thoughts.

It is becoming increasingly clear that we need better information on which to base decision regarding issues of concern to women. An in-depth attitude survey would be ideal, and some polling certainly would be helpful. The following issues need to be covered:

1. Supreme Court. How strongly do women feel about the lack of a woman being appointed to the Supreme Court? Are the feelings so strong that they might vote against the President as a result?
2. Equal Rights Amendment. What percent of women are aware of this issue? Are they for or against? How do they feel about the possibility that women may be drafted?
3. Day Care. How do women in general feel about this issue? Should day care be federally funded? Is there a significant difference between what working and non-working mothers think?
4. Abortion. What percent of women are for or against abortion reform? Are women familiar with the President's stand on it? Is there any significant feeling among Catholic women?
5. Appointment of Women to High Positions in Government. Are women aware that an effort is being made to increase the number of women in policy making positions?
6. Equal pay for equal work. What percent of women are for or against?

7. Women's Political Caucus. Are women aware of this? What do they think it is and will accomplish?
8. Bella Abzug, Gloria Steinem, Betty Friedan. What sort of image do these people have among women?

It would help if we could ascertain if there are significant differences in attitude among these segments of the female population:

- . working and non-working women (and among those who work, blue collars, (professional)
- . young women (under 25) vs. those who are older
- . women of different religious groups
- . women in different regions of the country.

In addition, an effort could be made to see whether women have different views from men with respect to fundamental issues such as the economy, the international arena, environment, and so on.

Questions on all these issues should be carefully worded. The feelings surrounding the whole area are very subtle, and bias could be easily -- and unintentionally introduced.