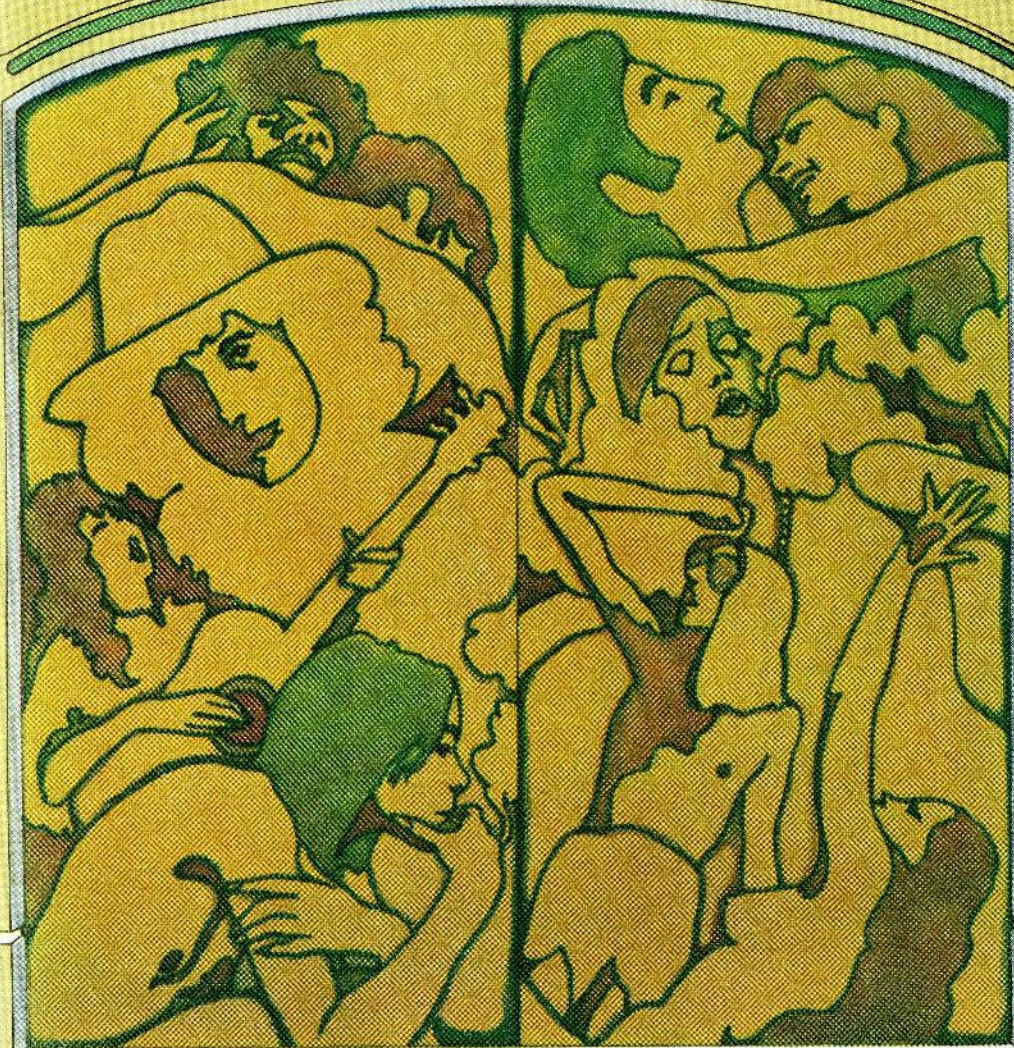


SEX IN ACADEME



a tripartite takeout on campus mating mores—featuring a two-page chart of where the action is and isn't, a probing five-school sex census and an insightful appraisal of the current college climate

PLAYBOY herewith presents its second annual report from the front lines of the sexual revolution on America's college campuses—this year expanded to include the social revolution as well. The results of our sexological research appear on the following pages. Our *Campus Action Chart* rates 25 different schools as it did last year: in descending order of permissiveness—the chart's upper reaches being meccas for the scholarly hedonist, its lower depths monasteries for the sexually meek.

The 25 schools span a cross section of types (Ivy, megaver-sity, state, small, sexually segregated, etc.) and represent every major demographic area of the United States. Each school's rating was derived from a number of variables, some tangible (dorm hours, availability of women on and off campus, etc.) and some intangible (mood of the students, atmosphere generated by the faculty, etc.). Although the tone of the chart entries is sprightly, the research behind them was thorough enough to support a treatise in a sociological journal. What we've done is save you the trouble of plowing through such to extract the pertinent nuggets.

Depending on your personal proclivities and your academic status at the moment, a perusal of the chart will tell you where to go to college, or where you should have gone if you had known. And for those in and out of school who'd like to know a little more about where this campus generation is—and where it's headed—our chart is buttressed this year by an in-depth sexual profile of five well-known campuses that details what the boys and girls are doing together. The information was provided by a comprehensive sociological survey of the students' behavior and attitudes. The results indicate that the sexual revolution may be somewhat less than total, though in the areas where it's thriving, the old schoolhouse is burning down.

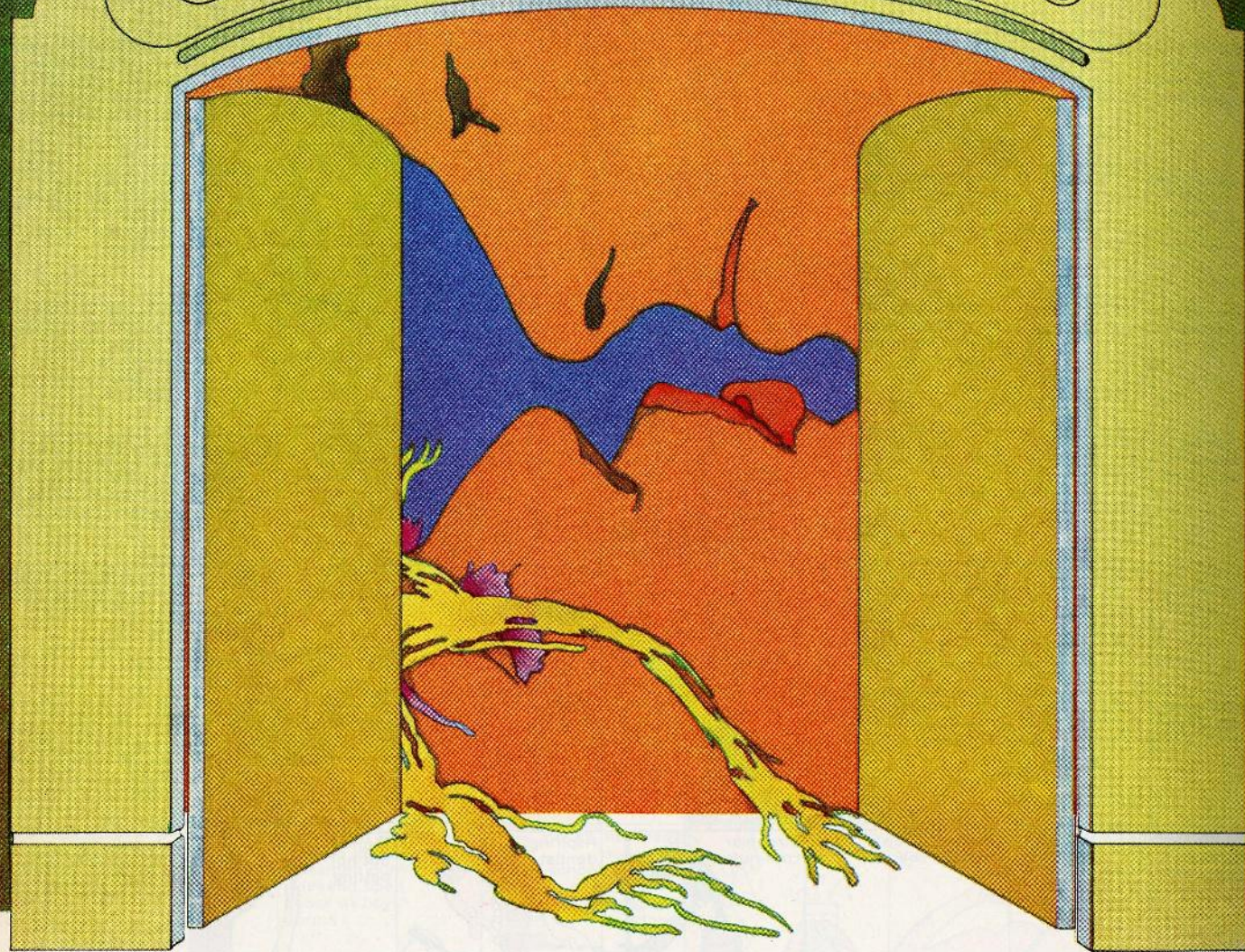
The final view in this college panorama is provided by writer Stephen Yafa, who spent the spring semester at a score of campuses in search of the essential student body behind the headlines. That body turned out to be impressively alert and aware, and well worth the attentions being lavished on it here and across the nation.

CAMPUS ACTION CHART

SCHOOL	AVAILABILITY OF WOMEN on-campus-off m/f ratio	ADMINISTRATION	CAMPUS AMBIENCE	CAMPUS MALE	CAMPUS FEMALE	EXTRACURRICULUM
1. U of Florida, Gainesville	2-1	Fair <i>Laissez faire</i> ; only freshmen girls have curfew and it's not strictly enforced	Most popular course is Philosophy of the Body	En route to the Mad Ave rat-race	Sun-tanned sexnik	Action is off campus in "sin city" apartments; everyone goes to Crescent Beach
2. U of Michigan, Ann Arbor	5-3	Poor Permissive; no social restrictions (dorm hours, etc.), not even for frosh girls; the house mothers left last year	The Age of Aquarius—a super-charged campus	Suburban rebel in a battered MGB	Liberated beyond the wildest dreams of the girls at Bennington and Sarah Lawrence	Michigan is prototypical of the changes on campus—fraternities are running ads for pledges, while an experimental communal college thrives
3. San Jose State College, California	6-5	Fair Permissive; no hours—girls have dorm keys	A loose, strife-free campus	All-American boy with hair	Beautiful blonde astride his Yamaha 250	San Jose is breaking out with coed dorms and an experimental college; everyone still goes to Alum Rock Park
4. State U of New York, Buffalo	2-1	Fair Thoroughly liberated socially and politically; no curfew, 24-hour parietals, anyone can live off campus	SDS chapter	Big-city bopper doing his thing	Swinging freedom fighter	Students and faculty have a great thing going here—only drawback is high paranoia quotient inspired by the entrapment ploys of the local fuzz
5. U of New Mexico, Albuquerque	3-2	Fair Permissive; curfew for freshmen women only	Love-ins still abound	Cowboy acid-head	The shortest miniskirts in the U.S.	Campus is a libertine's delight; it is surrounded by communes and azure skies; a motorcycle is <i>de rigueur</i>
6. San Francisco State College, California	1-1	Good Politically repressive; socially progressive—24-hour visitation	Adult night school interrupted by agitprop theater on the quad	Surfer in a leather Black Panther jacket	Sexually intrepid	The strike is the first thing to unify the kids on campus in 70 years
7. Tulane U, New Orleans, Louisiana	4-3	Good Moderate; alcohol allowed in upper-classmen dorms, weekend open house at boys' dorms	Boozy, bombed-out party school; campus crisis is the parking-space shortage	Hung-over hedonist	Athletic, aloof and a tease	A campus poll showed that 60% of students smoke pot, but it's a bad place for hair
8. Bryn Mawr C, Haverford C, Pennsylvania	3-4	Good Beyond permissiveness; unlimited class cuts; Bryn Mawr girls can sign out to anywhere, including Haverford	Very brainy but not studious	Psychedelic Thoreau	Super-verbal	Dating is dying, but lots of visiting between the girls at Bryn Mawr and the boys at Haverford—the visiting can last for weeks at a time
9. U of Colorado, Boulder	3-2	Fair Liberal; no curfew	Party school with a social conscience	Ski bum who belongs to SDS	Sexy snow queen	Everyone runs off to the nearby mountains to ski or meditate or smoke grass away from the ubiquitous narcs
10. Stanford U, Palo Alto, California	7-2	Good Progressive but harassed by wealthy, conservative alumni	Plato and pot	Sun-tanned revolutionary who cuts his hair before visits home	Eugene McCarthy staff worker	Coed living, official (Grove House) and unofficial, is a way of life
11. U of Iowa, Iowa City	3-2	Poor Becoming liberal; recently extended parietals, etc.	Cornfield personality ameliorated by obsession with the arts	Farm boy with the great American novel in his bib overalls	Patti Page sings songs of the Jefferson Airplane	Lots of cohabitation, little formal dating and partying; Iowa is full of pleasant surprises
12. Brandeis U, Waltham, Massachusetts	1-1	Poor Moderate; rules are ignored by students, unenforced by adm.	Isolated slightly stoned colony	The Graduate has turned on	Transcendental mediator in a dirty raincoat	There's no formal social life and students are left to their own resources; they are very resourceful

SCHOOL	AVAILABILITY OF WOMEN on-campus-off m/f ratio	ADMINISTRATION	CAMPUS AMBIENCE	CAMPUS MALE	CAMPUS FEMALE	EXTRACURRICULUM
13. Howard U, Washington, D.C.	3-2	Good Permissive; each residence hall elects its own parietals	Intellectual training ground for the black revolution; common wall slogan: "We are not the majority but the chosen few"	The new Afro-American man	Daughter of the black bourgeoisie	An anachronistic, preppy East Coast elitism is being challenged by the soul culture of the young militants
14. Brown U, Providence, Rhode Island	5-2	Good Liberal; unlimited overnights, no curfew for soph-senior coeds	Intellectual training ground for the black revolution; common wall slogan: "We are not the majority but the chosen few"	Industrious, quiet liberal	Future corporation counsel	Date Wheaton College swingers; Providence turns in early, so weekends are spent in Boston and New York
15. Oklahoma State U, Stillwater	2-1	Fair Newly liberal; only frosh girls have curfew	The personality and charm of an oil refinery	Wheels on fire: he must drive around for 3 hours on his way to a 50-minute class	Peter Pan collars and permanent waves	Fraternities and boozing still prevail at OSU; the big parties are out at the lakes
16. Dartmouth C, Hanover, New Hampshire	None	Fair Liberal; student-faculty committee is blind to violations	Swacked Ivy League jock	Establishmentarians sowing wild oats	None	Weekend isolation is dispelled by busloads of visiting coeds; Dartmouth is the nostalgia center of the U.S.
17. Temple U, Philadelphia, Pennsylvania	3-2	Good Moderate; girls over 21 have a 10 A.M. curfew	Overgrown high school, most students commute	Pragmatist; get out, get the bread	Education major who abhors kids	No social life on campus; fraternities can't compete with the great Germantown apartment parties
18. U of Illinois, Urbana	2-1	Poor Socially liberal; no curfew for women; politically conservative	Soda shoppe	Corporate man	Breaking out of her Midwestern cocoon	The weekend action is at the Holiday Inn
19. Baylor U, Waco, Texas	2-1	Poor 19th Century prim, proper and forbidding	Baptist convention	Oral Roberts	Baylor girls don't	No drinking or dancing on campus; if you stay at Baylor long enough, someone will tell you where the parties are
20. U of Pittsburgh, Pennsylvania	3-2	Fair Liberal; curfew for frosh coeds only	Streetcar commuters	Aspiring dentist	Pinned but not petting	Date girls from Chatham College, Mt. Mercy College and Carnegie-Mellon
21. Massachusetts Inst. of Technology, Cambridge	18-1	Good Liberal; groups determine own parietals; unlimited overnights	Conservative, cautious—the combined hearts and souls of 4000 engineers	Grind	Mrs. Grind	MIT's two saving graces are the tiddy-winks championship of North America and incredible graffiti
22. U of Alabama, University	2-1	Poor Antebellum conservative; men not allowed in girls' rooms	Confederate state; Wallace was a liberal here	Boisterous Greek who has discovered Sweet Caporals	Social hurricane, sexually becalmed	Y.A.F. and the Youth for Christ have social clout; that drug-selling stranger is a narcotics agent
23. Alfred U, Alfred, New York	2-1	Fair Politically uptight; socially liberal; no curfew	Provincial pall	Ceramics engineer	Unlovely and unavailable	The off-campus apartments are worse than the dorms—leases include prohibitions against women and alcohol, and landladies are wont to make surprise midnight inspections
24. Muhlenberg C, Allentown, Pennsylvania	3-2	Good Moderate; junior and senior women can have dorm keys	Oppressive rectitude	Doctors' sons	Ministers' daughters	Muhlenberg is in the middle of nowhere and there's nothing to do
25. U of Notre Dame, South Bend, Indiana	None	Poor Restrictive; no visiting	A chapel in every dorm	Hale and horny	None	Girls descend for the football games, but after the snows fall, it's every man by himself

CLOSE-UP: 5 SCHOOLS



playboy explores student sexual attitudes and behavior in a new in-depth survey

FEW AREAS of modern sociological inquiry are as filled with conjecture, not to mention prior interest, as is the question of whether or not there has been a sexual revolution on campus. While statistics showing an increase in sexual activity are available, some sociologists and journalists are inclined to long debates over sampling procedures, the labeling of categories and the differences between the terms sexual evolution and sexual revolution. All the arguing is done with an eye toward trapping the national campus sexual psyche—a formidable beast.

Being of a more pragmatic than academic turn of mind, we've noted that discussions of broad national samples bear little relation to what is really going on at a particular school. It also seems clear (as the preceding chart indicates) that at one school the student body may be frolicking on the verge of a sociosexual frontier while another's is still groping in dimly lit caves. An all-encompassing survey, indiscriminately combining the statistics from both schools, would produce a middle-ground figure applicable to neither.

To avoid this pitfall, PLAYBOY sponsored a new, in-depth survey of five campuses—each representing a specific type of college—selected from the 25 that are listed on our chart. We

chose an Ivy League school, Brown/Pembroke; a Southern school, the University of Alabama; a large Midwestern school, the University of Illinois; a Western school, San Francisco State; and a girls' school, Bryn Mawr. We received a 30-percent return on our mailed survey, which is above average for this kind of sample. Assuming that women students are a better indicator of sexual-behavior patterns on campus than men—because the males traditionally have found their sexual outlets off the campus, among "townies" and prostitutes—we surveyed twice as many female students as males. We also concentrated on sophomores, juniors and seniors, because they had already become acclimated to college life, and their behavior is more representative than freshmen's. In the interest of student objectivity, the questionnaire contained no reference to PLAYBOY—the name of the study group and its address were anonymous and innocuous. In a departure from most surveys, which tabulate past as well as present sexual activities, we limited the most significant sexual-behavior questions to student conduct during the past school year (fall 1968 to spring 1969), so that our figures represent the most recent campus behavior that it was possible to obtain. The subjects included in the questionnaire (continued overleaf)

THE CAMPUS MOOD



shock waves of the student explosion have shaken even the most sequestered halls of ivy

article By STEPHEN YAFA "PHILOSOPHERS pinch and poke it, scientists prod it, and it answers them only with spring," said E. E. Cummings of our sweet spontaneous earth. Gazing about today, he might very well have chosen to celebrate our sweet spontaneous campus revolution in similar verse. Attempting to explain what is happening in our universities is something like trying to describe a beautiful woman whose features, taken separately, suggest an unsightly creature too thin about the neck, too severe in the cast of the lips, too short of chin: The flawed features must be seen working together to be appreciated, and even then, they touch something beyond the mind.

What the mind sees of the student revolution is the part of it that rises to view at either political extreme. At the extreme right, for example, the revolution surfaces in the form of get-tough legislative bills contrived to quash the equally visible and calculated antics of the New Left. [Both extremes are fully explored in *The Playboy Panel: Student Revolt*, page 89.] Submerged between these peaks of polarization lies the soul of the beast, the ghost in the machine, and it honors no ideologies. When a volcanic campus confrontation erupts, it sends out vibrations that transfigure the life styles of many students lingering in the tidewaters of the revolution. They

may remain apolitical after the smoke clears, yet they seem to be forever jolted loose from their complacency and total preoccupation with petty self-centered concerns: It is in these students that the soul of the revolution manifests itself.

Consider, for openers, the contemporary virginal coed. Not so long ago, a virgin's primary concern was her virginity, a rather jejune subject unless you were doing everything in your power to preserve it or to conquer it. These days, however, while collegiate virgins are still chaste in body, they are sleeping around with so many radical ideas that all the old lines of demarcation have collapsed. Take Sheila, for instance. (A pseudonym: Who are we to malign a coed's reputation by accusing her of purity?) Sheila hangs out at the University of Colorado. She is a thin, tidy, platinum-blond junior who until last spring was quite uninvolved with campus politics, peace movements, strikes and picketing of any sort. The Boulder cops busted some of her friends for possession of marijuana. The university suspended an acquaintance who demonstrated too vociferously against R. O. T. C. A short time later, she was working day and night to elect a campus radical running for president of the student body.

"You have to do something," she (continued on page 266) 197

ranged from dating habits to religion to frequency of intercourse. The most significant findings are reported below.

SEXUAL BEHAVIOR: INTERCOURSE

The results of a three-year survey of unmarried junior and senior students analyzed and reported in 1968 by Dr. Eleanore Luckey of the University of Connecticut for Vance Packard's *The Sexual Wilderness* revealed that 58 percent of the men and 43 percent of the women had engaged in coitus. Other recent studies have shown statistics in a comparable range: In a survey of sophomores by Professor Keith E. Davis at the University of Colorado, 60 percent of the men and 42 percent of the women reported that they had had premarital intercourse; and a study at Oberlin showed that 40 percent of the unmarried women there had engaged in intercourse. Studies a generation ago by Dr. Alfred Kinsey showed that 50.6 percent of college men and 27 percent of college women 21 years of age had engaged in premarital sexual intercourse. These figures will provide a basis of comparison with those obtained in our own survey.

The unmarried students on the five campuses were asked if they had engaged in sexual intercourse during the past school year. The following percentages answered yes.

WOMEN	
San Francisco State	57%
Pembroke	47%
Bryn Mawr	45%
University of Illinois	28%
University of Alabama	19%
MEN	
San Francisco State	62%
Brown	51%
University of Illinois	39%
University of Alabama	47%

What is most revealing about these figures are the disparities between the highs and the lows (particularly among females), clearly indicating that changes in campus sexual behavior—though rapidly accelerating in some areas—are yet to arrive in others. Most observers would agree that the changes reflect the sexual emancipation of the female student, and that this phenomenon generally occurs where other forms of emancipation from traditional values have either preceded or accompanied it. Thus, the women at San Francisco State, where the "new morality" is deeply entrenched, revealed a higher percentage of coital activity (57 percent) than either the national average (43 percent) as evaluated in the sample made by the University of Connecticut or the other schools in the survey. The figures for the women at Pembroke and

Bryn Mawr were slightly higher than the national average, while both Illinois and Alabama women scored well below it. The figure for Illinois (28 percent) was almost the same as the figure released for college-age women by Kinsey over 20 years ago. The figure for Alabama (19 percent) was decidedly lower than even the Kinsey figure.

On the male side, San Francisco State led all the schools in this survey, and the men there were similarly the only ones to have a higher percentage of intercourse than the national average. The male percentages for Brown and Alabama showed a small drop-off from the national average.

Sexual emancipation appears to be barred from Alabama. The girls, as already noted, show less coital activity (19 percent) than the national average of the 1940s, while the men are only just below the current national average (47 percent). Compare this with San Francisco State and Brown/Pembroke, where a nearly equal percentage of men and women engaged in intercourse. This would indicate that the double standard—the elimination of which is a barometer of female sexual emancipation—is probably dead at those schools, but very much alive at traditionalist Alabama.

SEXUAL BEHAVIOR: AGE AT FIRST INTERCOURSE

Age at initial sexual intercourse is generally considered to be an indicator of sexual permissiveness. The percentages below indicate a sharp distinction between the women at San Francisco State and Bryn Mawr (where a significant number had engaged in coital activity before age 18) and the other schools. Bryn Mawr demonstrated a definite precocity, with 29 percent of the total number of nonvirgin girls having had intercourse before the age of 18. On the other hand, none of the girls at Alabama or Pembroke had engaged in intercourse before the age of 18.

The men at each school showed a more consistent pattern of early activity, as nearly 50 percent of all the male nonvirgins had coitus for the first time before 19.

Those students who affirmed in an earlier question having had sexual intercourse were asked, "At what age did you have intercourse for the first time?"

San Francisco State		
	WOMEN	MEN
16 years or younger	12%	23%
17	5%	0
18	16%	23%
19	10%	30%
20	23%	0
21	18%	15%
22	16%	9%

Brown/Pembroke

	WOMEN	MEN
16 years or younger	0	34%
17	0	10%
18	45%	14%
19	33%	16%
20	22%	13%
21	0	13%
22	0	0

Bryn Mawr

	WOMEN	MEN
16 years or younger	12%	22%
17	17%	17%
18	22%	15%
19	37%	19%
20	10%	11%
21	2%	15%
22	0	4%

University of Illinois

	WOMEN	MEN
16 years or younger	0	22%
17	9%	14%
18	19%	15%
19	16%	19%
20	25%	11%
21	28%	15%
22	3%	4%

University of Alabama

	WOMEN	MEN
16 years or younger	0	23%
17	0	16%
18	8%	23%
19	69%	23%
20	23%	0
21	0	15%
22	0	0

SEXUAL BEHAVIOR: NUMBER OF PARTNERS

In the debate over whether the colleges are undergoing sexual revolution or sexual evolution, the following figures would seem most important. Premarital intercourse with one or a few partners would indicate that sex has become a part of courtship behavior among college students—a natural outgrowth of "serious relationships." (See Dr. William Simon's statement in *The Playboy Forum Newsletter*, April 1969.) On the other hand, a high incidence of sex with many partners would mean an increase of casual sexual activity, unrelated to intentions of marriage, and would indicate a true revolution. San Francisco State and Bryn Mawr in the tables below showed a notable percentage of women who had had intercourse with eight or more partners. Seventy-five percent or more of the women at the other schools had limited their sex relations to three partners or less, which would tend to deflate the tabloid notion of rampant promiscuity on all the nation's campuses.

The figures for San Francisco State (where a nearly equal number of men and women had eight or more sex partners) and the University of Alabama (where none of the women and 47 percent of the men had had eight or more

(continued on page 220)

PLAYBOY **CLOSE-UP: 5 SCHOOLS** (continued from page 198)

partners) again indicate that the sexual double standard is a thing of the past at the West Coast school, whereas it is an ongoing institution in the South.

Those students who affirmed having had sexual intercourse in an earlier question also were asked, "How many different sexual partners have you had intercourse with?" The following percentages for both men and women were obtained:

San Francisco State		
	WOMEN	MEN
1	28%	25%
2	12%	8%
3	10%	8%
4	8%	17%
5	10%	9%
6	4%	8%
7	4%	0
8 or more	24%	25%

Brown/Pembroke		
	WOMEN	MEN
1	66%	27%
2	11%	28%
3	12%	3%
4	11%	3%
5	0	8%
6	0	3%
7	0	0
8 or more	0	28%

Bryn Mawr		
	WOMEN	
1	39%	
2	17%	
3	8%	
4	7%	
5	4%	
6	3%	
7	3%	
8 or more	19%	

University of Illinois		
	WOMEN	MEN
1	58%	30%
2	16%	30%
3	6%	7%
4	7%	5%
5	13%	4%
6	0	4%
7	0	8%
8 or more	0	12%

University of Alabama		
	WOMEN	MEN
1	46%	0
2	16%	13%
3	15%	6%
4	0	27%
5	15%	7%
6	8%	0
7	0	0
8 or more	0	47%

SEXUAL BEHAVIOR: ORAL-GENITAL CONTACTS

Oral-genital activity carries a traditionally high social stigma. In his study of the human female, Dr. Kinsey wrote that oral-genital activities "are the last of the petting techniques to be accepted by males or females, for there are males as well as females who consider such activities biologically abnormal and perverse." The Kinsey data generally indicate low incidence of oral-genital activity; for example, only 15.5 percent of the college men surveyed had had oral contact with female genitals. The PLAYBOY survey, on the other hand, showed a significant amount of oral-genital activity among both men and women with the exception of the coeds at Alabama. The figure for Bryn Mawr (48 percent) is extraordinary because it is slightly higher than the percentage of girls there who had sexual intercourse during the same time period. The figures for the women at Pembroke, San Francisco State and Illinois supported a liberalizing trend, as do those for the men at all schools. However, the figures for Alabama again indicated a vast difference between the behavior patterns of men and women there: 48 percent of the men, as against 9 percent of the women, have had oral-genital contacts. These figures confirm a consistent trend of high male but low female sexual activity at Alabama. It is an obvious speculation that the men at Alabama are not sexually involved with the women at that school, and are far more likely to be engaging in sex with off-campus townies and prostitutes than are the male students at the other schools surveyed.

We asked the students whether or not they had engaged in oral-genital contacts during the past school year. The following percentages of men and women answered yes.

WOMEN	
San Francisco State	41%
Pembroke	37%
Bryn Mawr	48%
University of Illinois	22%
University of Alabama	9%

MEN	
San Francisco State	53%
Brown	51%
University of Illinois	46%
University of Alabama	48%

SEXUAL ATTITUDES: RESPECT

Contrary to the behavior questions, which placed San Francisco State on the sexual frontier, with Bryn Mawr and Brown/Pembroke slightly behind and all three a goodly distance from Illinois and Alabama, there was surprising unanimity on this question of sexual mores.

When asked if they thought that a girl would lose the respect of a boy with whom she went to bed before she married

him, the following percentage of all the girls queried answered no.

San Francisco State	87%
Pembroke	84%
Bryn Mawr	88%
University of Illinois	82%
University of Alabama	56%

Although the 56 percent of Alabama girls who were not afraid of losing respect is low when compared with the high affirmative response of girls on the other campuses, it indicates that the new morality—with its emphasis on motives rather than actions—has made substantial inroads in the female attitudes on this campus. The question is: Will future behavior conform to these new attitudes?

SEXUAL ATTITUDES: LOVE

The response to the previous question strongly indicates that sex, when related to courtship, is quite permissible among today's college women. Consistent with that response, a majority of the girls reject sex when love is removed from the relationship.

The women students were asked if they thought it was permissible for a girl to have intercourse with someone she did not love. The following percentages (notably lower than for the question above) of all girls queried answered yes.

San Francisco State	39%
Pembroke	44%
Bryn Mawr	35%
University of Illinois	16%
University of Alabama	12%

SEXUAL ATTITUDES: FIDELITY

Though they are much more permissive than their mothers were, the girls of this college generation hold almost unanimously to the traditional romantic ideal of the right man for the right woman.

When asked if they thought it was possible for a woman to be satisfied with just one man for her entire life, the following percentages of all girls queried answered yes.

San Francisco State	82%
Pembroke	88%
Bryn Mawr	80%
University of Illinois	93%
University of Alabama	93%

SEX AND HAPPINESS

A prevalent attitude expressed in sociological studies of the Thirties and Forties was that women who engaged in premarital intercourse were prone to greater emotional conflicts and underwent more psychological stress than those who remained chaste until marriage. This was attributed to the fact that girls engaging in sex were doing so in conflict with pervasive social and religious values and, therefore, felt lingering guilt and anxiety about their behavior. The following figures show that a large majority of the women who engaged in premarital

sex did not feel beset by anxiety, indicating that attitudes, in this instance, are catching up with behavior.

The following percentages of women students who had engaged in coitus during the past school year described their emotional state as one of contentment.

San Francisco State	76%
Pembroke	89%
Bryn Mawr	81%
University of Illinois	82%
University of Alabama	93%

An even more decisive blow against the belief that unhappiness results from premarital sexual activity was struck by the girls at Bryn Mawr and San Francisco State who had had eight or more lovers. Asked how they would describe themselves, 100 percent of these females at Bryn Mawr and 82 percent of them at San Francisco State, all of whom could be presumed to be quite sexually active, said their prevailing emotional mood was one of happiness.

DATING BEHAVIOR: FREQUENCY

We studied the dating habits of the women students in an attempt to correlate sociability with sexuality. What we found was that frequent dating is at best an unreliable indicator of sexual activity and may even go hand in hand with chastity.

The women students were asked how often during the school year they dated. Those percentages were:

Frequency	San Francisco State	Pembroke
Twice a week or more	19%	50%
Once a week	30%	17%
2 or 3 times a month	24%	22%
Less than once a month	27%	11%

	Bryn Mawr	University of Illinois	University of Alabama
Twice a week or more	38%	50%	57%
Once a week	20%	22%	18%
2 or 3 times a month	21%	8%	18%
Less than once a month	21%	20%	7%

DATING BEHAVIOR: NUMBER OF PARTNERS

The women students were asked how many persons they had dated since coming to college.

	San Francisco State	Pembroke
1-5	26%	11%
6-10	18%	21%
10-20	26%	48%
20 or more	30%	20%

	Bryn Mawr	University of Illinois
1-5	33%	27%
6-10	27%	20%
10-20	18%	18%
20 or more	22%	35%

	University of Alabama
1-5	11%
6-10	17%
10-20	20%
20 or more	52%

The University of Alabama, where the rate of sexual activity has been shown to be unusually low throughout our survey, indicated a high degree of social activity. That school seemed to demonstrate an inverse relationship between frequent dating and sex relations. This inverse relationship also can be seen at San Francisco State, where the rate of sexual activity was high and the girls generally dated less than at the other schools. The San Francisco State figures seem to show that dating, as a formal institution on that campus, is dying. Pembroke was the only sexually active school that also revealed extensive formal dating.

CHURCH ATTENDANCE

We questioned the students about churchgoing, in an attempt to gauge their attitude toward one of society's more traditional institutions.

The students were asked if they had attended church at least once in the past month. The following percentages answered yes.

WOMEN	
San Francisco State	36%
Pembroke	58%
Bryn Mawr	32%
University of Illinois	55%
University of Alabama	81%

MEN	
San Francisco State	41%
Brown	45%
University of Illinois	41%
University of Alabama	62%

Here, Alabama maintained its position as the bastion of tradition. But more noteworthy is that San Francisco State was the only school where the women attended church less often than the men. It was part of a pattern at that school: The women generally seemed to be less conventional than the men.

SEX AND CHURCH

We had thought there might be a negative correlation between sexual activity and churchgoing, but regional mores proved a more powerful determinant of religious observance than sexual behavior. At Alabama, where churchgoing is generally high, women who had had coitus showed nearly as strong an inclina-

tion to attend church as did virginal coeds. Yet at San Francisco State, where churchgoing is rather low, the number of women who had engaged in intercourse was significantly lower than the churchgoing average for that school. The most obvious conclusion to be drawn from these statistics is that churchgoing per se is not a reliable indicator of sexual behavior.

Women who had engaged in intercourse during the past school year were asked if they had attended religious services during the past month. The following percentages answered yes.

San Francisco State	21%
Pembroke	44%
Bryn Mawr	29%
University of Illinois	50%
University of Alabama	78%

POLITICAL SELF-IMAGERY

Although the campuses showed wide divergence in sexual and social behavior and attitudes, there is a preponderance of liberal political self-imagery among the students. Even Alabama mustered over 40 percent of both men and women who would identify themselves as liberal. Also notable is the fact that about as many students testified to being politically indifferent as would consider themselves radical.

The students were asked to rate themselves politically on a scale from very conservative to radical or indifferent. Those percentages were:

	San Francisco State	
	WOMEN	MEN
Very conservative	1%	0
Moderately conservative	16%	17%
Moderately liberal	41%	36%
Very liberal	32%	42%
Radical	10%	0
Indifferent	0	5%

	Brown/Pembroke	
	WOMEN	MEN
Very conservative	0	3%
Moderately conservative	11%	18%
Moderately liberal	37%	51%
Very liberal	42%	20%
Radical	5%	5%
Indifferent	5%	3%

	Bryn Mawr	
	WOMEN	
Very conservative	4%	
Moderately conservative	16%	
Moderately liberal	32%	
Very liberal	30%	
Radical	8%	
Indifferent	10%	

	University of Illinois	
	WOMEN	MEN
Very conservative	0	10%
Moderately conservative	24%	28%
Moderately liberal	58%	42%
Very liberal	10%	13%
Radical	4%	0
Indifferent	4%	7%

University of Alabama

	WOMEN	MEN
Very conservative	8%	0
Moderately conservative	47%	53%
Moderately liberal	39%	33%
Very liberal	3%	9%
Radical	0	0
Indifferent	3%	5%

POLITICAL BEHAVIOR: DEMONSTRATIONS

The low incidence of radicals in the previous tables seems to bear little relation to campus unrest and student demonstrations. Whereas none of the men surveyed at San Francisco State defined themselves as radicals, 59 percent of them have taken part in demonstrations. The single highest percentage in the following tables was registered by the girls at Pembroke, 74 percent of whom have taken part in demonstrations; yet again, only 5 percent of the Pembroke women had defined themselves as radicals. It would seem to the college students, then, that the word liberal has a far more active meaning than it does to their elders. There may also be a definite reluctance on the part of students to identify themselves as extremists, either of the left or the right.

Students were asked, "Have you ever participated in student demonstrations of any kind?" The following percentages answered yes.

WOMEN

San Francisco State	46%
Pembroke	74%
Bryn Mawr	38%
University of Illinois	11%
University of Alabama	4%

MEN

San Francisco State	59%
Brown	55%
University of Illinois	19%
University of Alabama	14%

SEX AND POLITICS

It is widely believed among college men that politically active girls are more sexually active than less involved girls. In testing this belief, we found that girls who had engaged in intercourse were, indeed, more likely than virgin coeds to take part in political demonstrations. At San Francisco State, Illinois and Alabama, the coeds with sexual experience were more than twice as likely to be politically active as were virgins.

Of the women students who had engaged in intercourse during the past school year, the following percentages had taken part in a student demonstration.

San Francisco State	55%
Pembroke	89%
Bryn Mawr	53%
University of Illinois	18%
University of Alabama	7%

Virgin coeds were asked if they had taken part in a student demonstration. The following percentages answered yes.

San Francisco State	24%
Pembroke	50%
Bryn Mawr	23%
University of Illinois	7%
University of Alabama	3%

MARIJUANA

Pot smoking, perhaps because it is an illegal activity, seems to be one of the most significant rites of the young generation in its conflict with the old; and our survey showed a definite correlation among sex, political activism and grass. Just as San Francisco State, Brown/Pembroke and Bryn Mawr showed high proportions of students who had engaged in sexual intercourse and political demonstrations, those schools were the only ones where a significant number of students smoked marijuana. One anomalous comparison was the extraordinary difference between the high percentage of women who smoked pot at San Francisco State and the relatively low percentage of men. We have already noted the demise of the sexual double standard at that school, but these figures may further suggest that the women at San Francisco State are socially far more adventurous than the men. This is quite the opposite case at the more conservative schools (Alabama and Illinois), where the women showed a strong aversion to marijuana while the men seemed to be somewhat less cautious.

We asked the students if they had smoked marijuana and intended to continue doing so. The following percentages answered yes.

WOMEN

San Francisco State	42%
Pembroke	37%
Bryn Mawr	34%
University of Illinois	2%
University of Alabama	2%

MEN

San Francisco State	17%
Brown	41%
University of Illinois	9%
University of Alabama	14%

CONCLUSIONS

Brown/Pembroke reflects the liberated but not promiscuous attitudes and behavior that are traditionally associated with exclusive liberal-arts colleges. Bryn Mawr is somewhat further along the permissiveness scale and shows a definite inclination toward increased casual sex. Illinois is cautious by comparison with both Eastern schools and, in some areas (oral-genital contacts, marijuana smoking), reflects a thorough conservatism. Alabama seems almost to be functioning

in another time: the double standard flourishes; women are chased but rarely caught; sex is not a proper activity for college-age girls. San Francisco State, on the other hand, may be one of the first schools of the sociosexual avant-garde. It is a school where sex does not necessarily seem to be a part of serious courtship where the double standard and formal dating have both been dealt body blow and where more women smoke marijuana and take part in political demonstrations than go to church.

Finally, although there are pitfalls to making sweeping conclusions on the basis of limited data, the information in this survey, combined with the findings of other sociologists and observers of the college scene, justifies certain judgments about the nature of the sexual revolution. We've known since the publication of the Kinsey reports that sexual behavior in this country was, in the post-World War One era, more permissive than sexual attitudes. During the 1950s and early 1960s, the latter began rapidly to catch up with the former; it seemed obvious to many observers, however, that it was only a question of time before the liberalized attitudes would spur another move forward in behavior. Apparently, such a move has already begun—resolutely in some places, tentatively in others and not at all in yet others. In spite of the behavioral changes, however, there is no evidence of the unchecked trend toward promiscuity that had been predicted by many conservatives. We would speculate that the rationale for the increased sexual behavior, where it occurs, is provided by the new morality, with its emphasis on the quality of relationships and its de-emphasis of inflexible moral yardsticks. As sexual behavior increases, it becomes less of a preoccupation. Sociologist John Gagnon has said: "Sex means less and less to this generation. There's a kind of cooling off of sex as an important organizing tendency in life." At the same time, an increase in morality has accompanied the increase in sexuality; students on the most permissive campuses are the ones who have taken strong moral positions on the most compelling issues of the times: the racial problem, the war in Vietnam, etc.

As for the future of the campus sexual revolution, our guess is that it will continue strongest in those areas hit by the student revolution, weakest on the quietest campuses, since both revolutions seem to be motivated by similar qualities: respect for individual judgment, rejection of authority for its own sake and elimination of double standards and hypocrisy.

