

CHANGE to WIN
THE AMERICAN DREAM *for* AMERICA'S WORKERS



The American Dream and the 2008 Election:

Findings from a survey of 700 non-supervisory workers nationwide.

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Methodology

- Interview Dates: August 13 - 19, 2008.
- 700 interviews of a random sample of non-supervisory workers nationwide.
- Sampling error is +/- 3.7% for the full sample, higher among split sampled questions.
- ‘Non-supervisory workers’ are comprised of workers who are not: full-time students, nor retired persons, nor business owners or CEOs, company executives, managers, or professionals such as doctors or lawyers, but who are: either employed or looking for work, and earn \$100,000 per year or less.

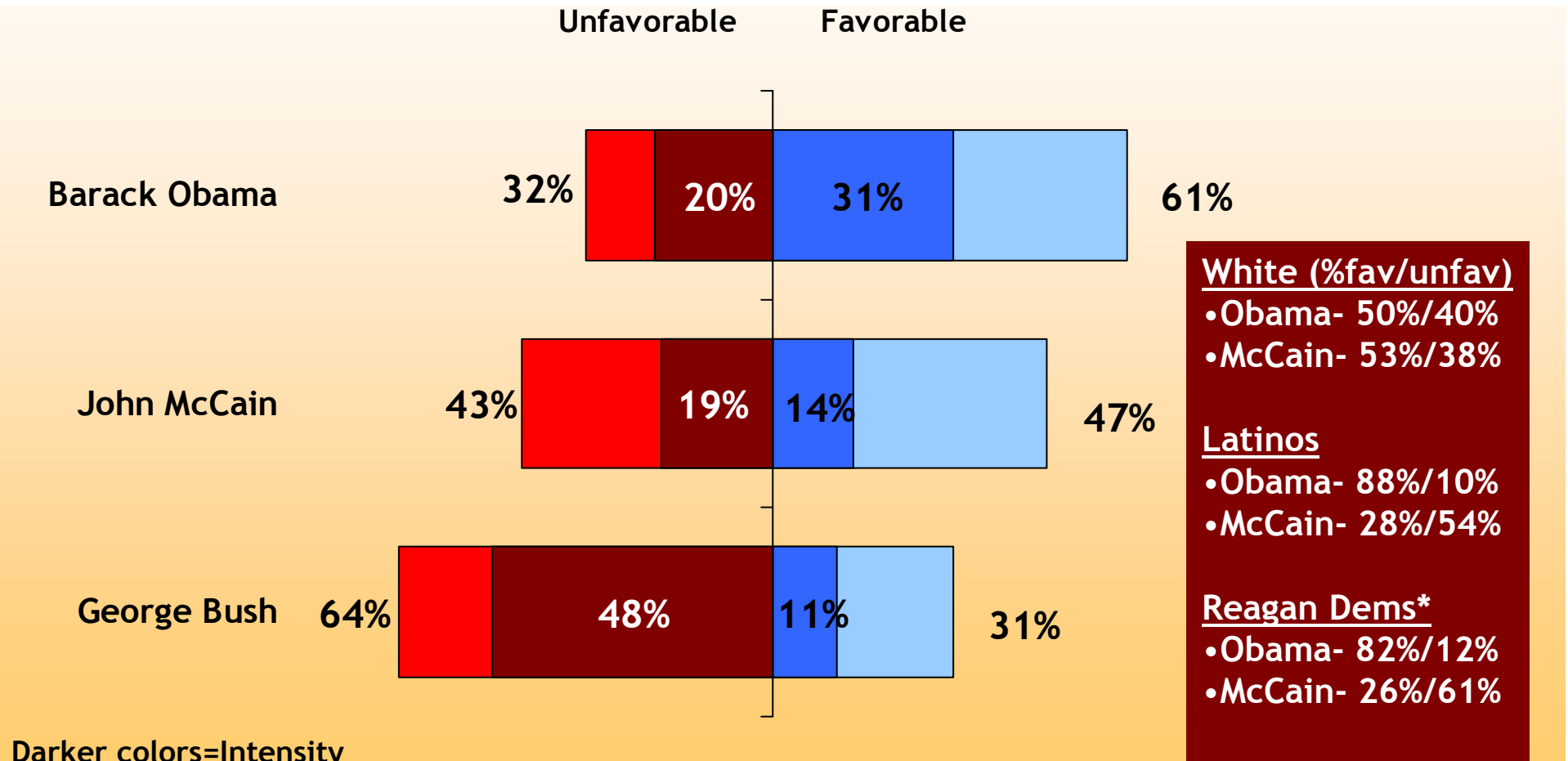
STRATEGIC SUMMARY

- **Working Americans are enthusiastic about the upcoming presidential election and are looking to the next president to help restore the American Dream.**
 - This is particularly true of “Reagan Democrats”* who solidly support Senator Obama and now reject the Bush/Reaganomic policies.
- **Workers continue to feel the American Dream is slipping away from them.**
 - They are very negative about the direction of the economy, and they strongly believe it is getting harder to achieve the American Dream.
 - Few believe that with the way things are going now, their children will be better off in the future.
 - They also believe that the government policies of the past eight years have made it harder to achieve the American Dream.
- **Working Americans, including Reagan Democrats, support Barack Obama over John McCain in the race for president, and believe that he has the better vision for restoring the American Dream.**
 - They also firmly believe that Obama understands the economic struggles of working families and will be able to improve the wages and working conditions of American workers if he is elected president.

STRATEGIC SUMMARY

- Having a job that pays enough to support a family is the top goal associated with the American Dream.
- Working Americans want the next President to take on a strong health care reform agenda as a way to make the American Dream more attainable.
- Senator Obama enjoys a strong lead among working Americans overall, though he is locked in a dead heat with Senator McCain among white working Americans.
- A strong majority of these white workers believe Senator Obama understands their struggles, would be able to improve wages and working conditions if he were President, has the best vision for restoring the American Dream, and best represents the values of the American Dream.
- By bringing the American Dream agenda front and center to the debate, Senator Obama can open up a lead among white American workers.

Senator Obama is viewed favorable by almost 2-to-1 among among working Americans. Views on McCain are mixed.

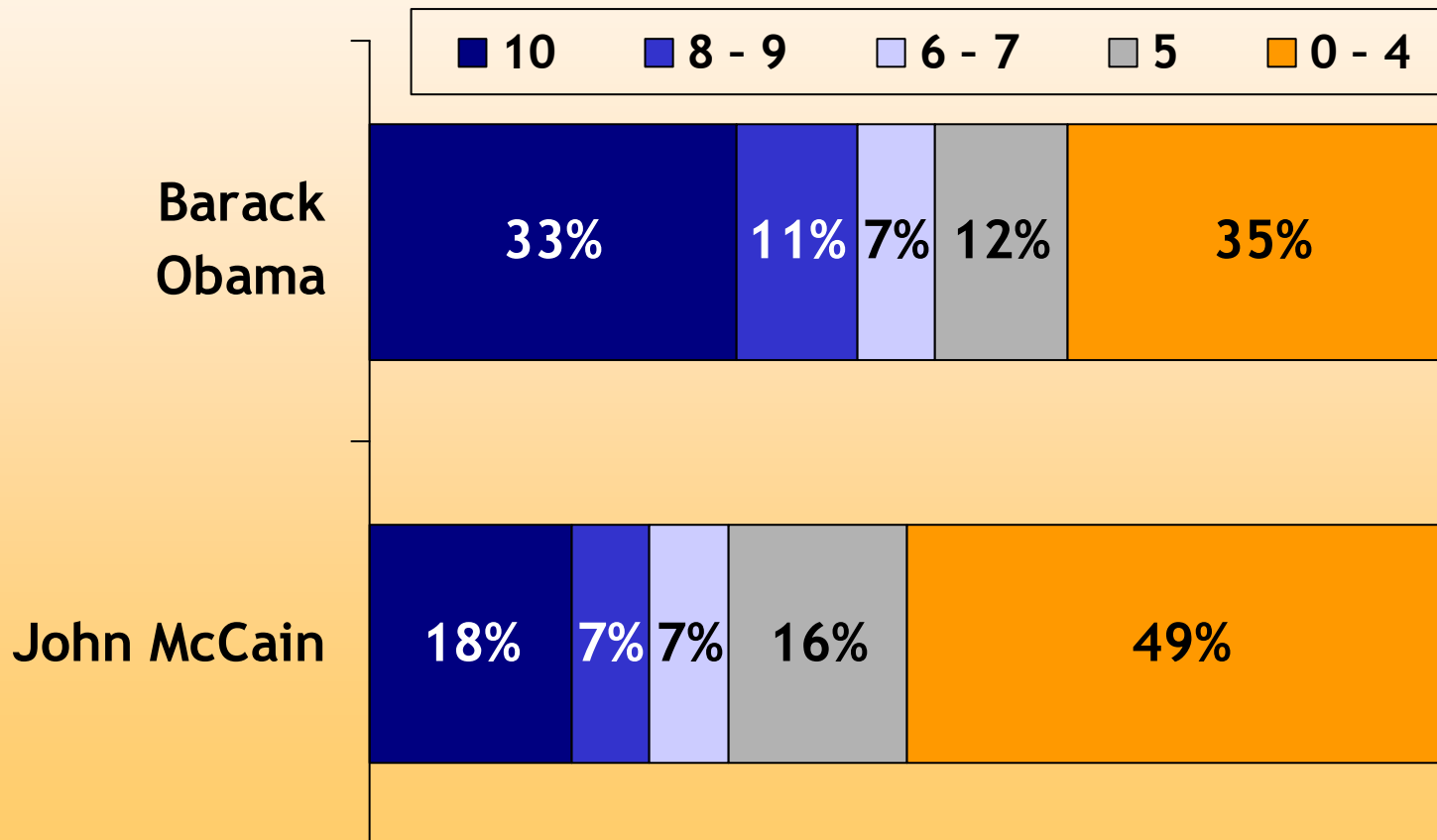


Darker colors=Intensity

5 *Voters who say that the statement "Government is the problem, not the solution," is much closer or somewhat closer to their view than the statement "We need to reform government to make it work for us, our government has to be part of the solution."

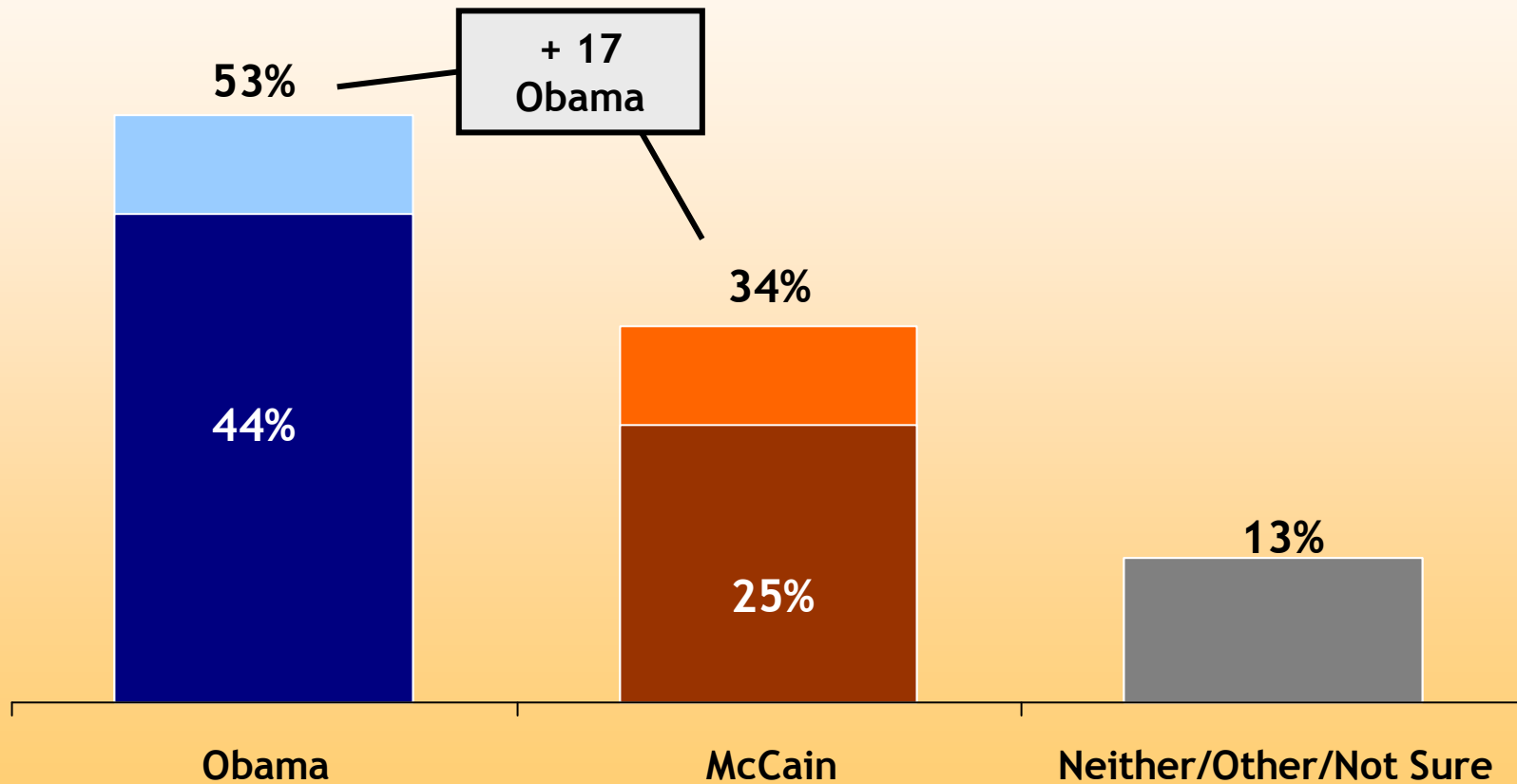
Working Americans are far more enthusiastic to vote for Senator Obama.

Still thinking about the November elections, please tell me on a scale of zero to ten, how inclined you are to vote for Barack Obama/John McCain? Ten means you will definitely vote for him, and zero means that you will definitely not vote for him.



Senator Obama is winning among working Americans by 17 points.

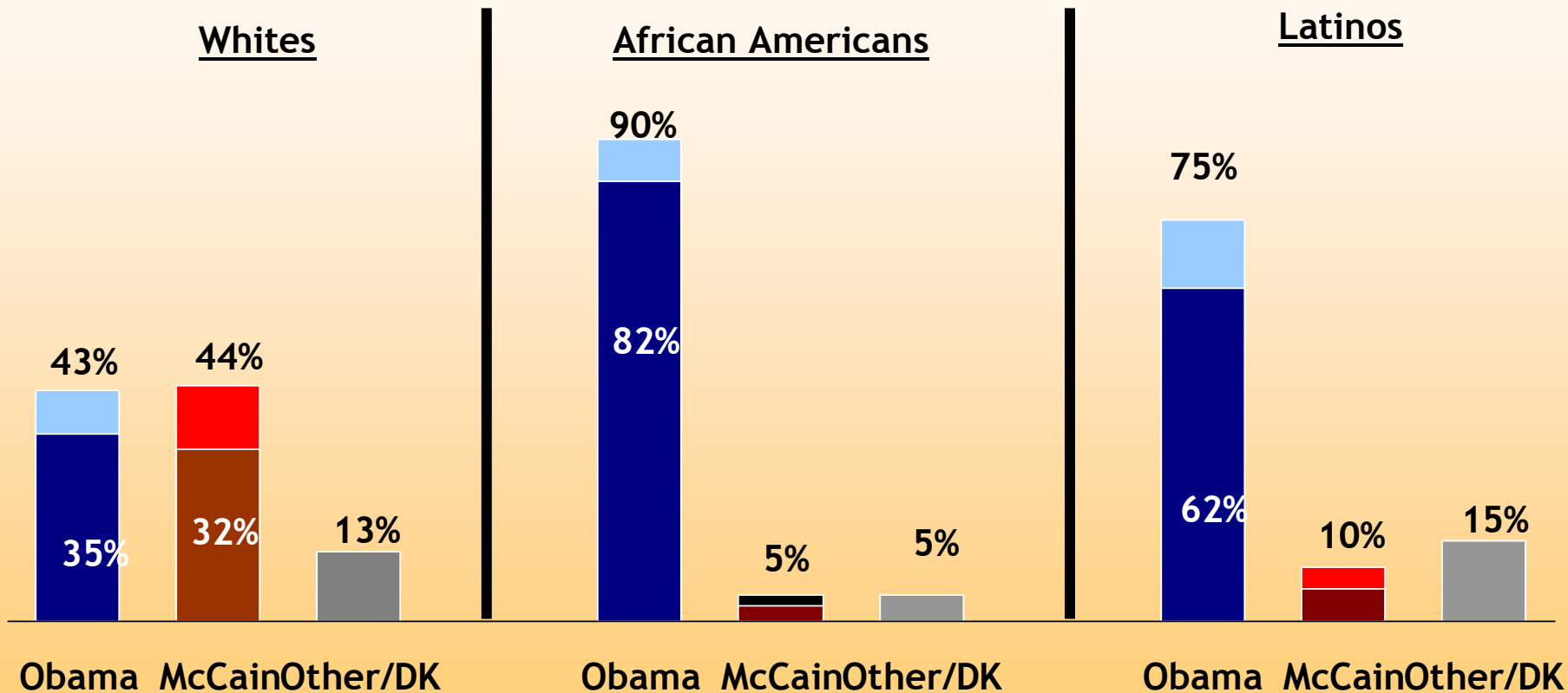
INITIAL BALLOT



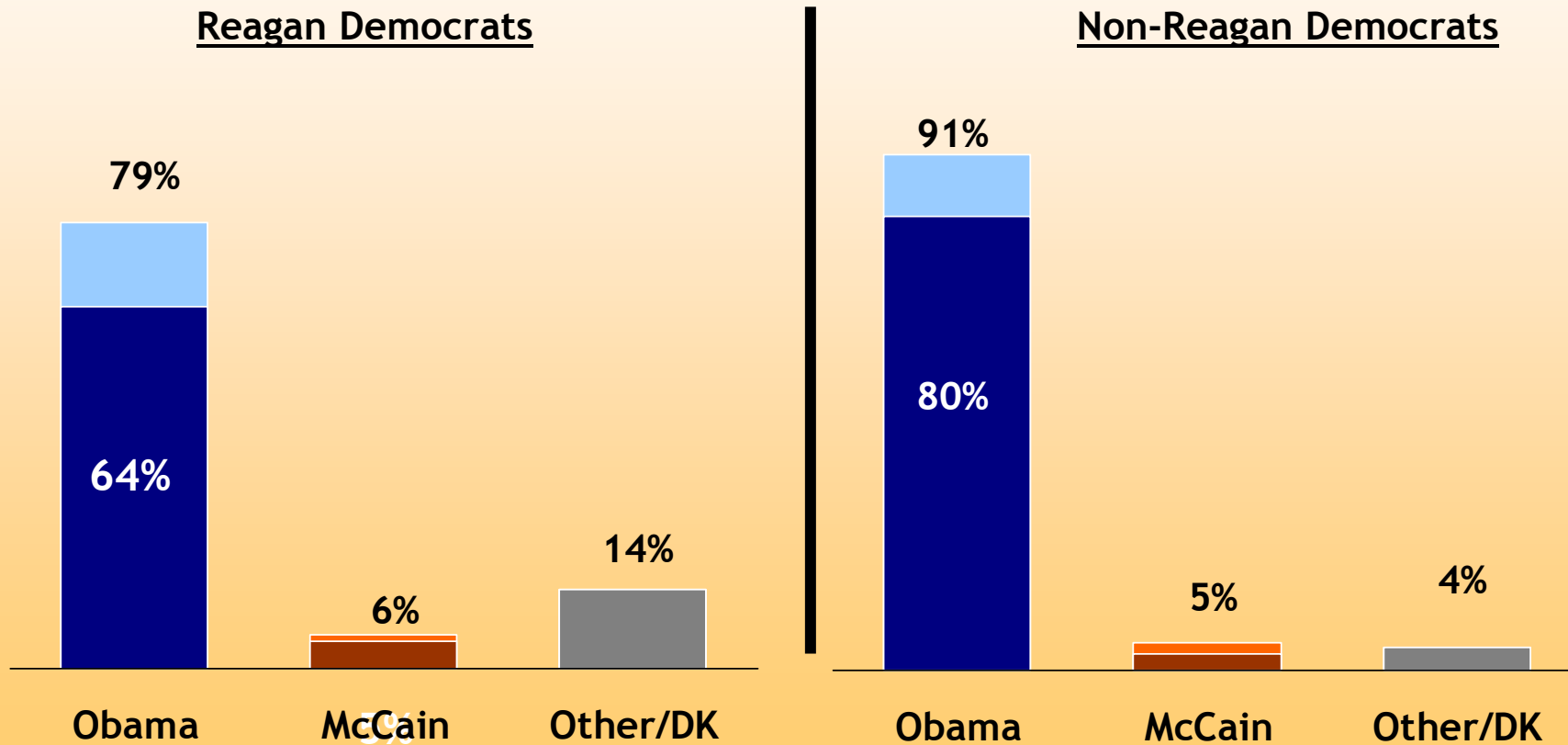
Darker colors indicate intensity.

Thinking about the general election this November, suppose the candidates in the election for president are (rotate) John McCain, the Republican, and Barack Obama, the Democrat. If the election were held today, do you think that you would vote for (rotate) John McCain or Barack Obama?

White working Americans are divided.

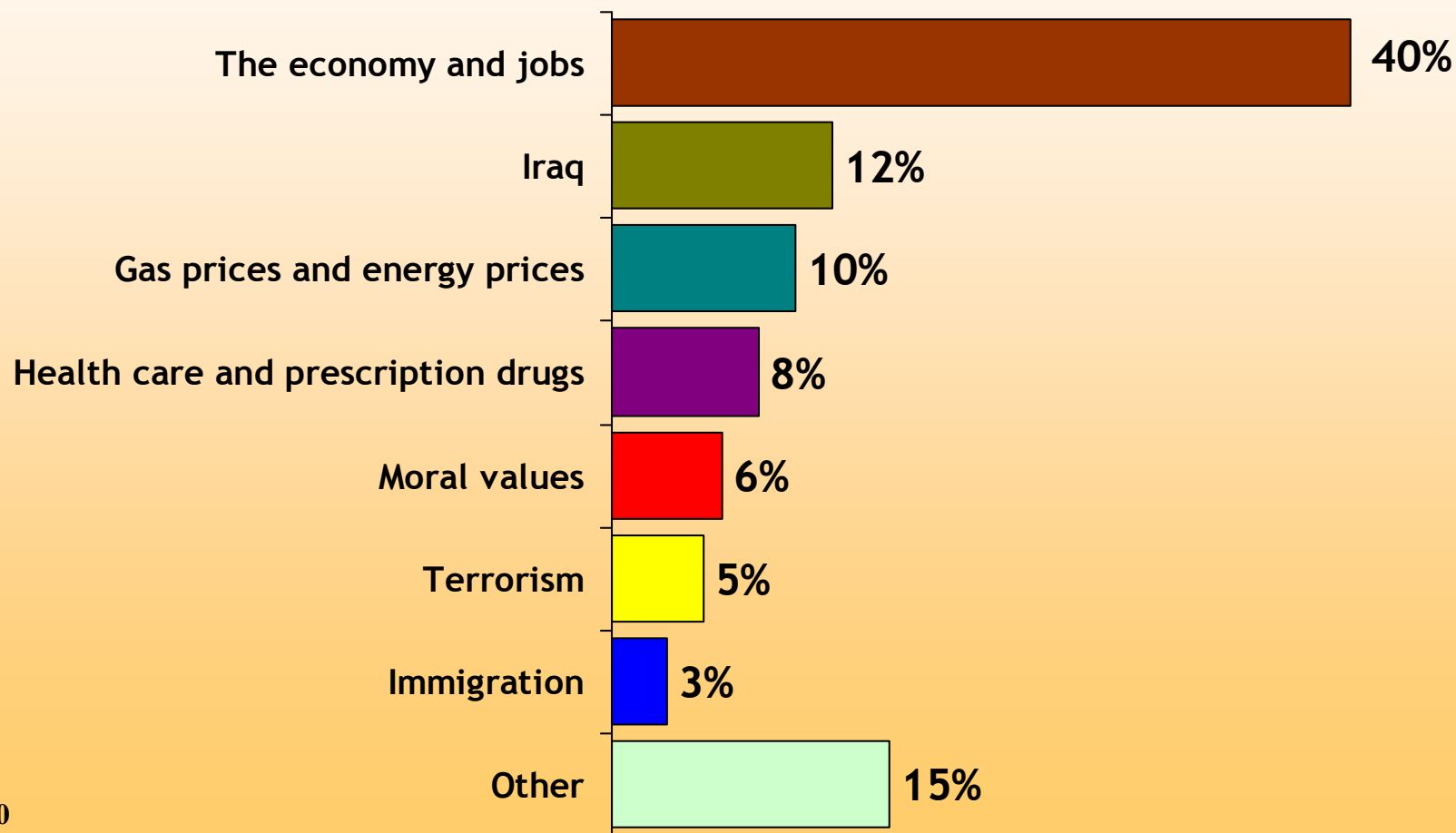


While non-Reagan Democrats overwhelmingly go for Senator Obama, it is notable that Reagan Democrats go for him by such wide margins.

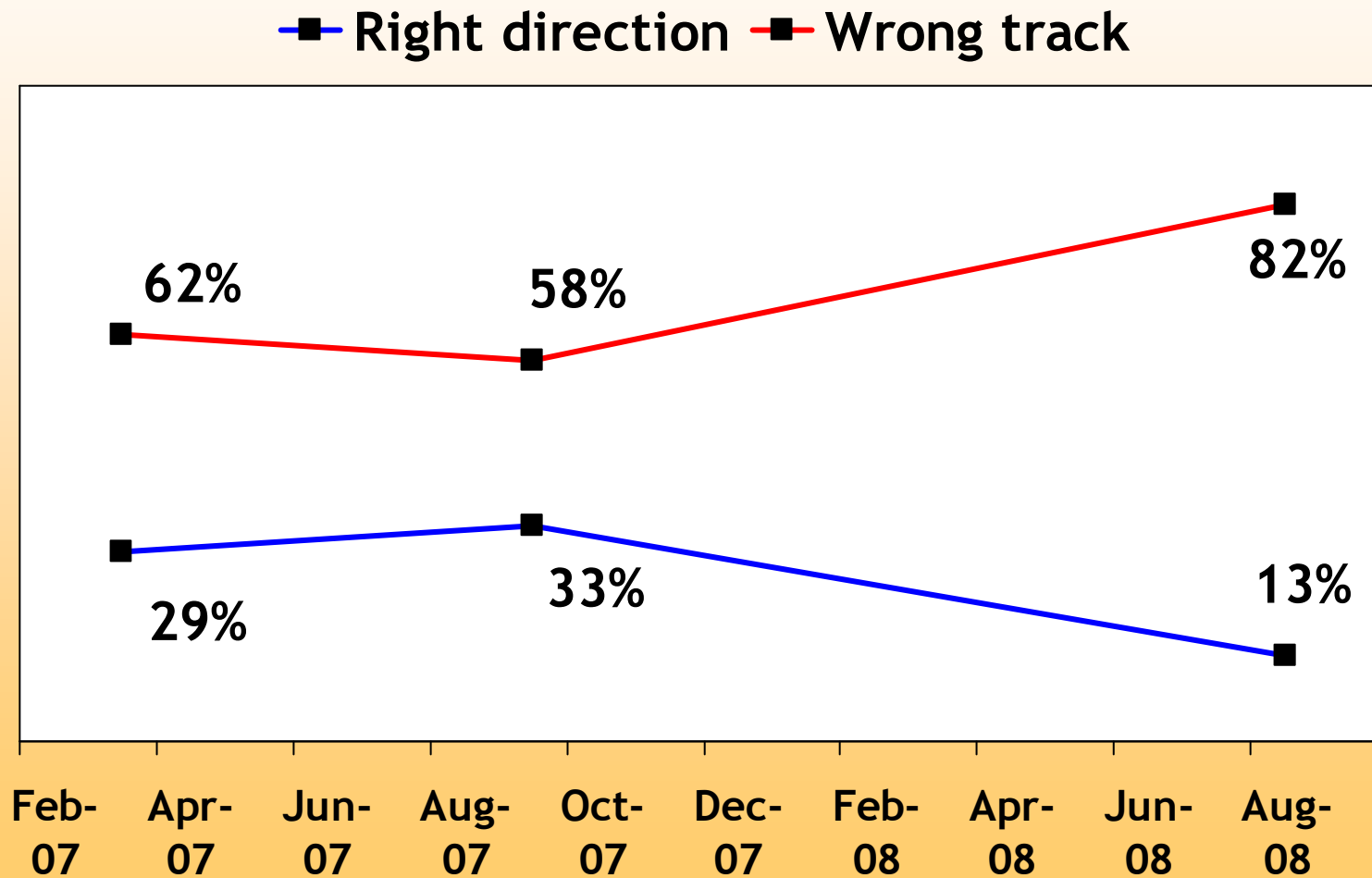


The top issue by far is the economy and jobs.

What is the most important issue right now in determining your vote for president?

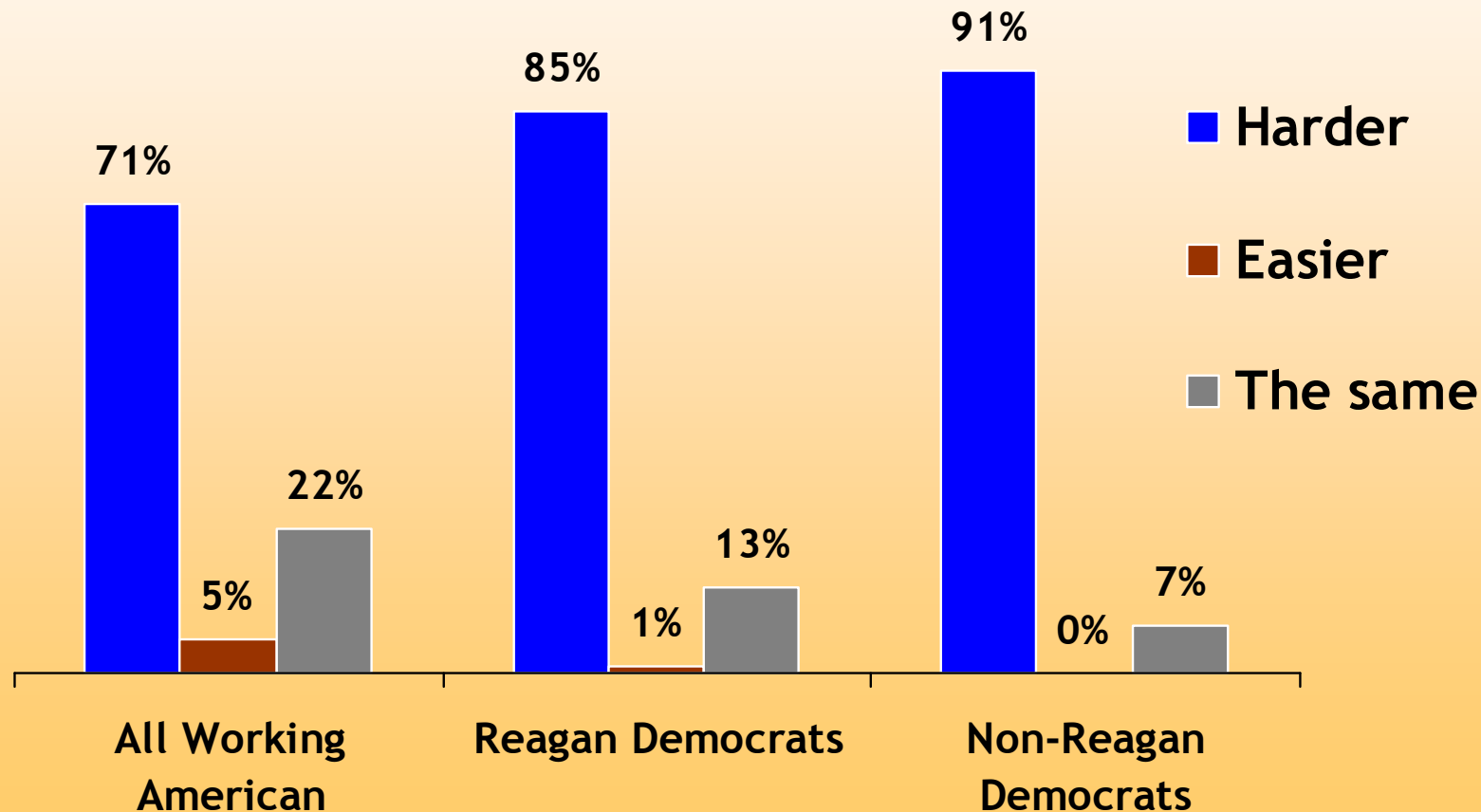


Working Americans are growing increasingly pessimistic about the country's direction.



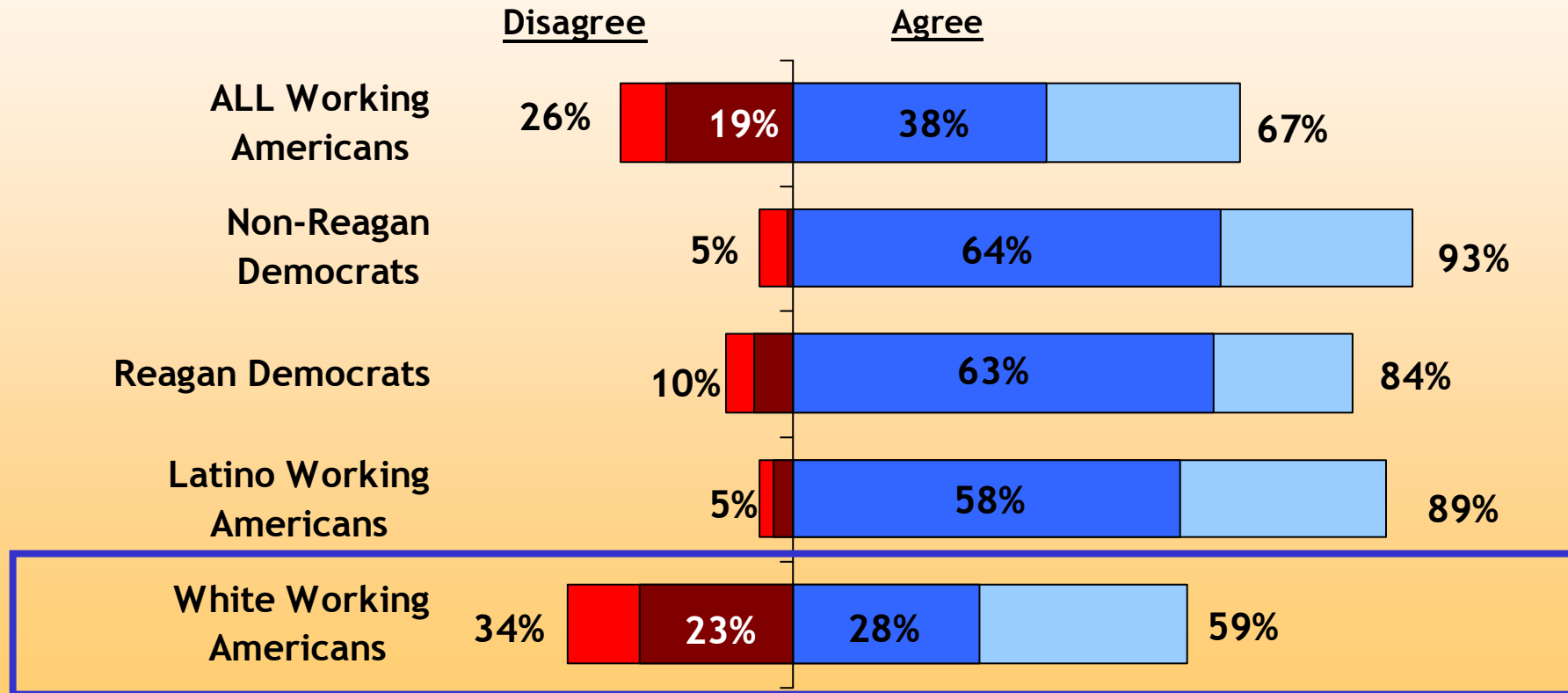
Reagan Democrats and all working Americans reject the Bush economic policies of the last 8 years.

Specifically, have the government policies of the last 8 years made it easier to achieve the American Dream, harder, or no different?



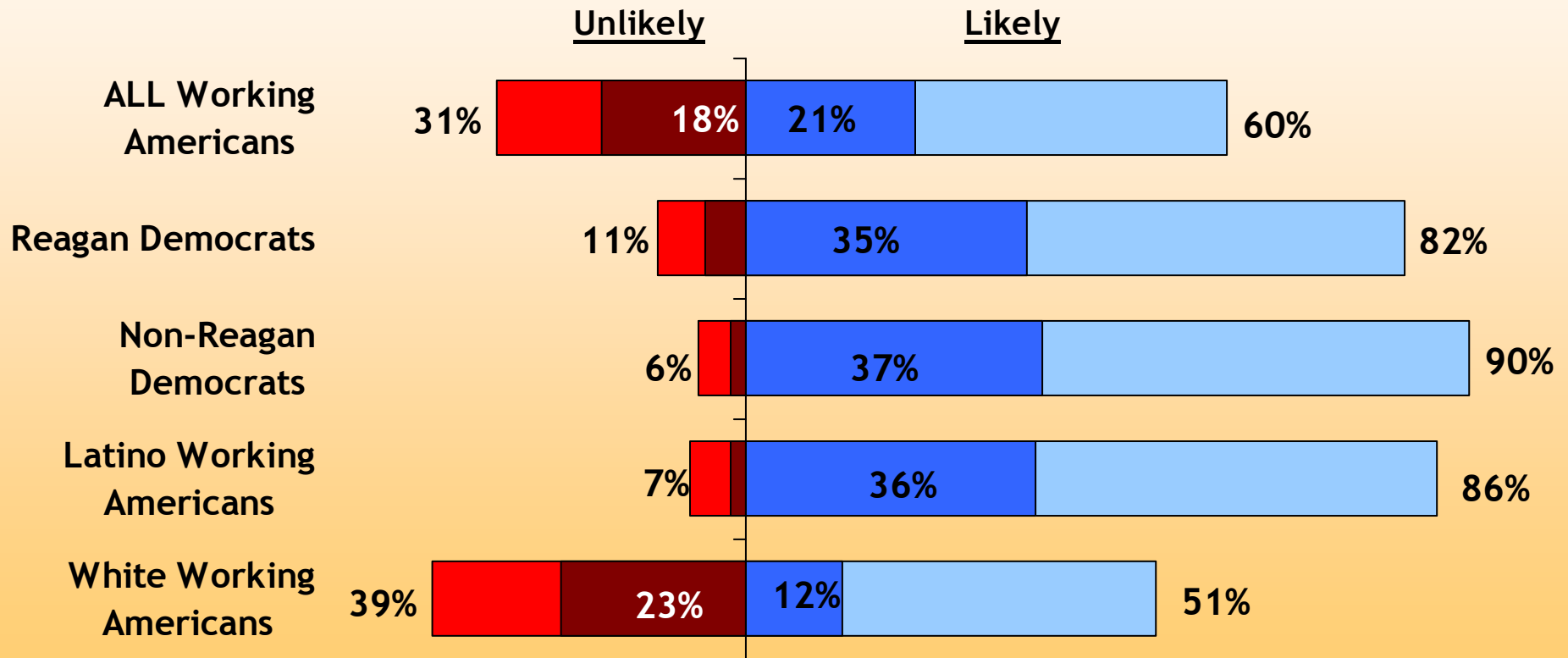
Working Americans feel that Senator Obama understands the economic struggles of working families

Now I'd like to read you a statement. Please tell me how much you agree or disagree with the following statement: "Barack Obama understands the economic struggles of working families." Do you strongly agree, somewhat agree, somewhat disagree or strongly disagree with the statement?



Across demographics, working Americans believe Obama will be able to improve wages and working conditions as President.

How likely or unlikely is it that Barack Obama would be able to improve the wages and working conditions of American workers if he is elected president?



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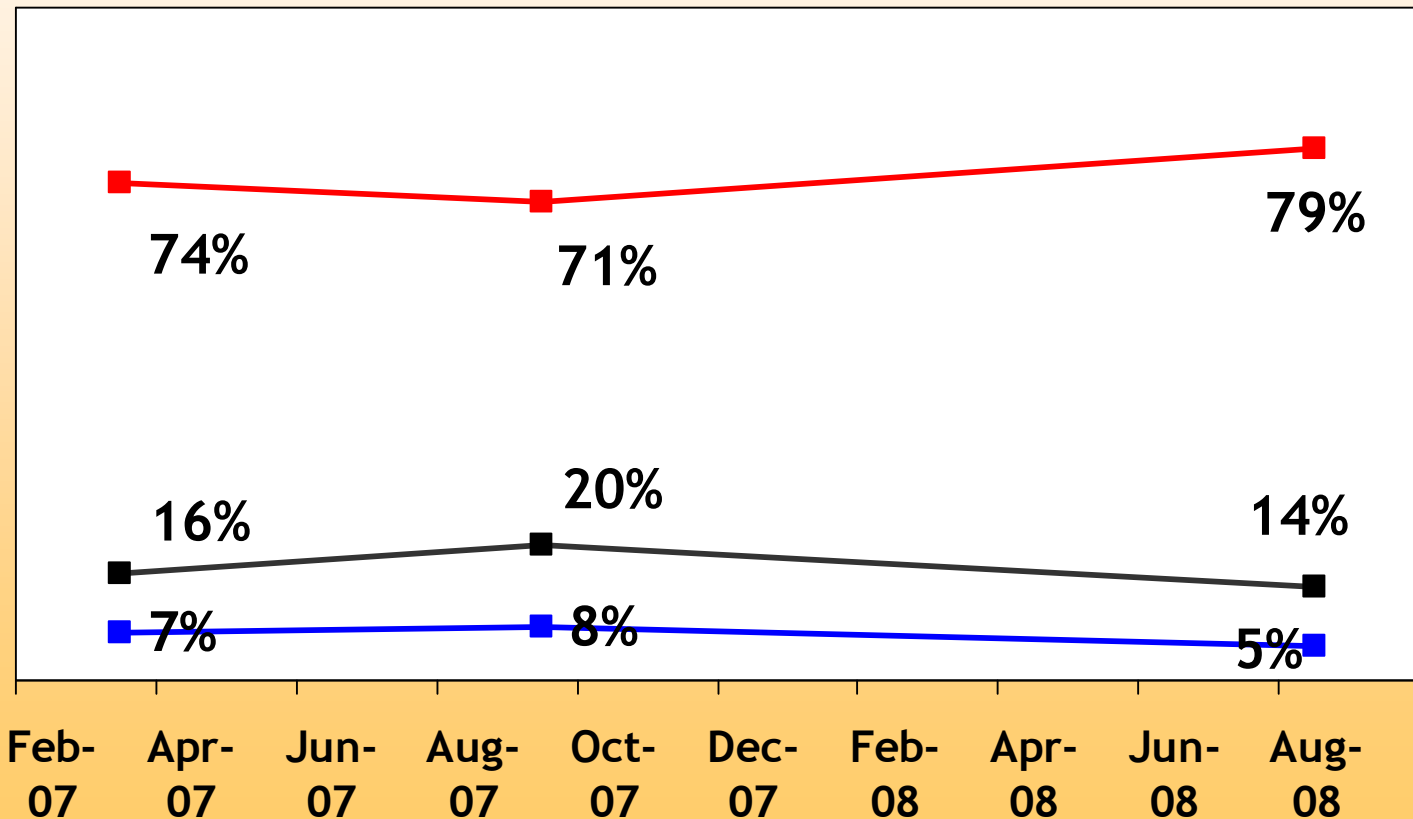
THE AMERICAN DREAM 2008



Four out of five American workers feel it is becoming harder to reach the American Dream.

Do you think it is becoming harder or easier these days to achieve the American Dream, or is it about the same?

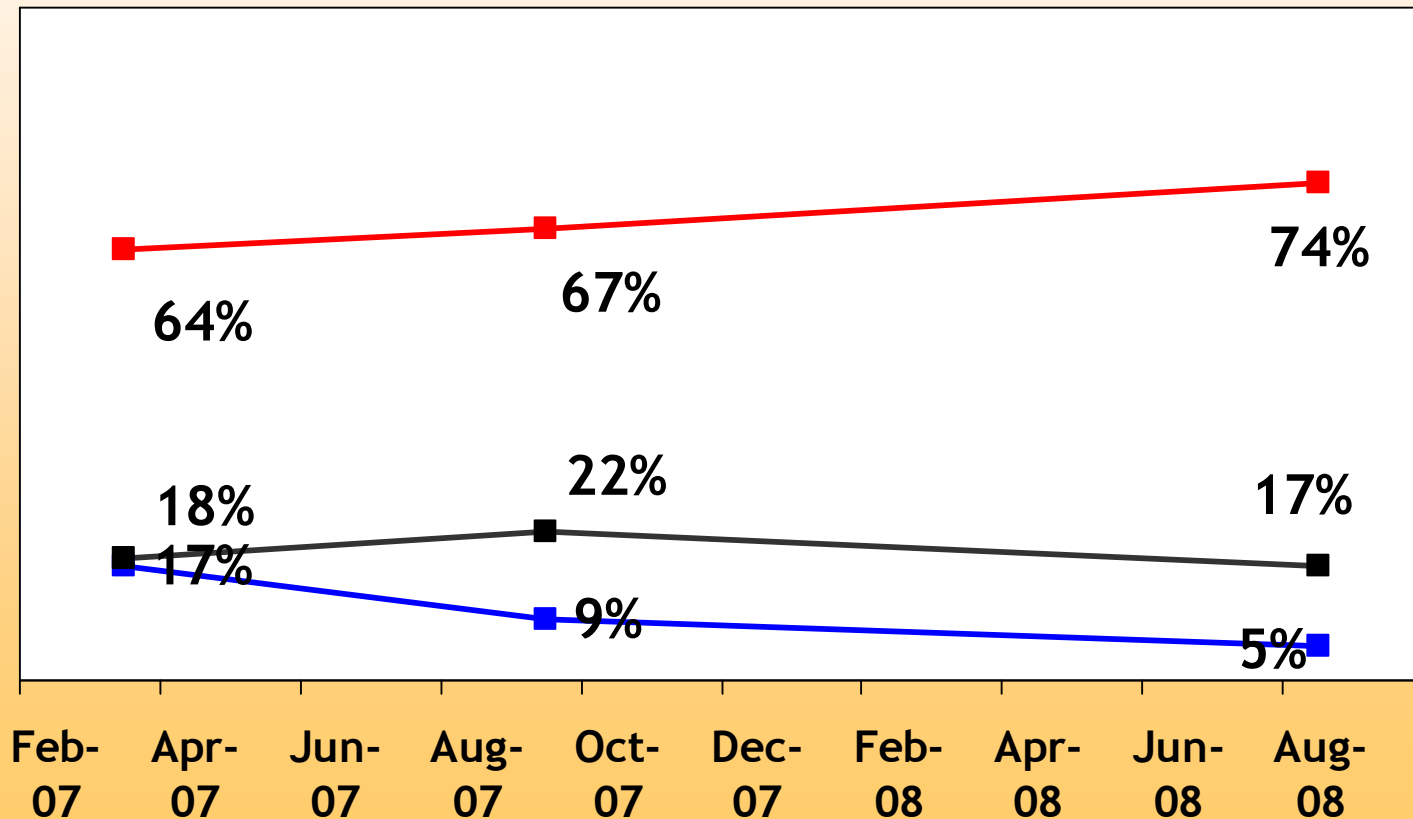
—■ Harder —■ Easier —■ The same



They feel it will be harder still for the next generation to reach the American Dream.

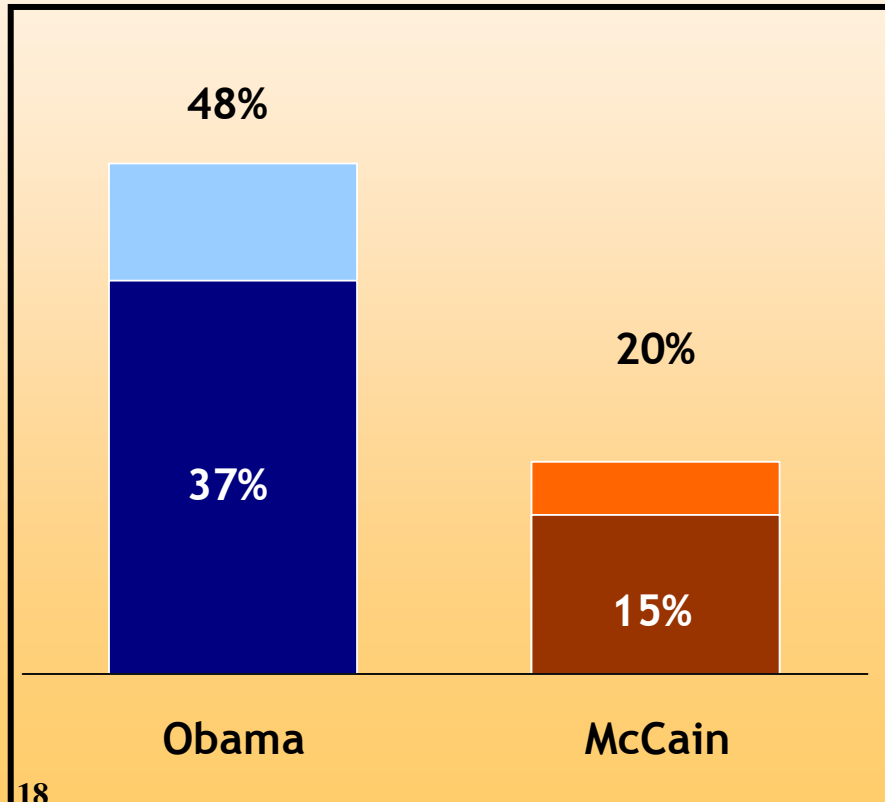
Looking to the next generation, the way things are going now, do you feel the American Dream will be easier to reach than today, harder to reach, or will it be the same?

—■ Harder —■ Easier —■ The same

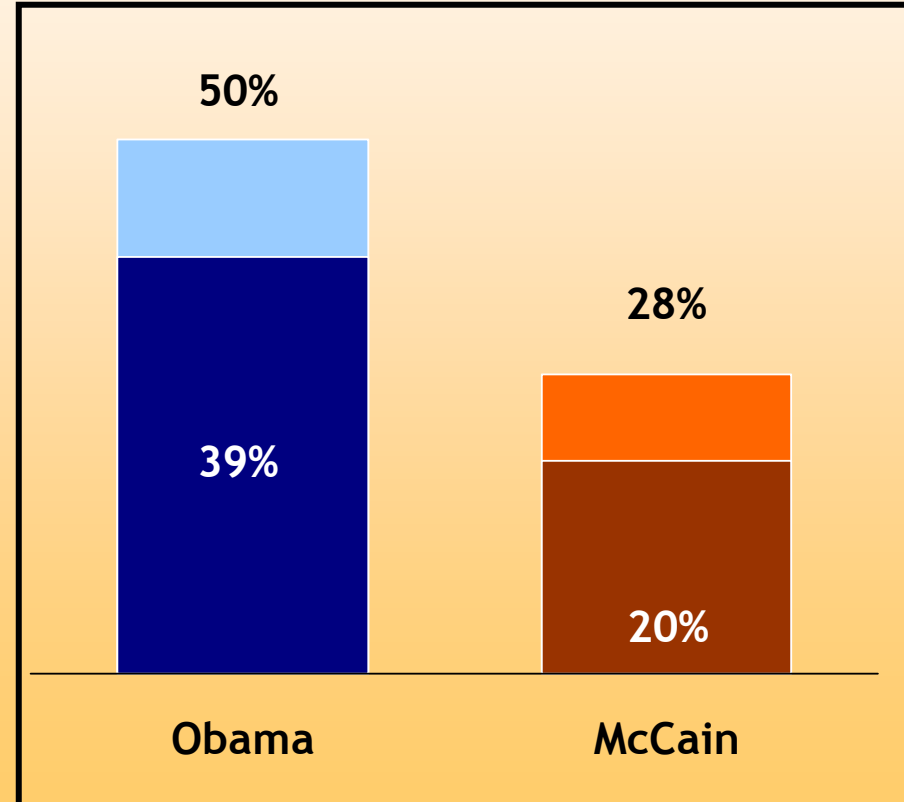


Senator Obama is the choice of working Americans in terms of vision for restoring the American Dream and representing the values of the American Dream.

Which Presidential candidate has the best vision for restoring the American Dream?

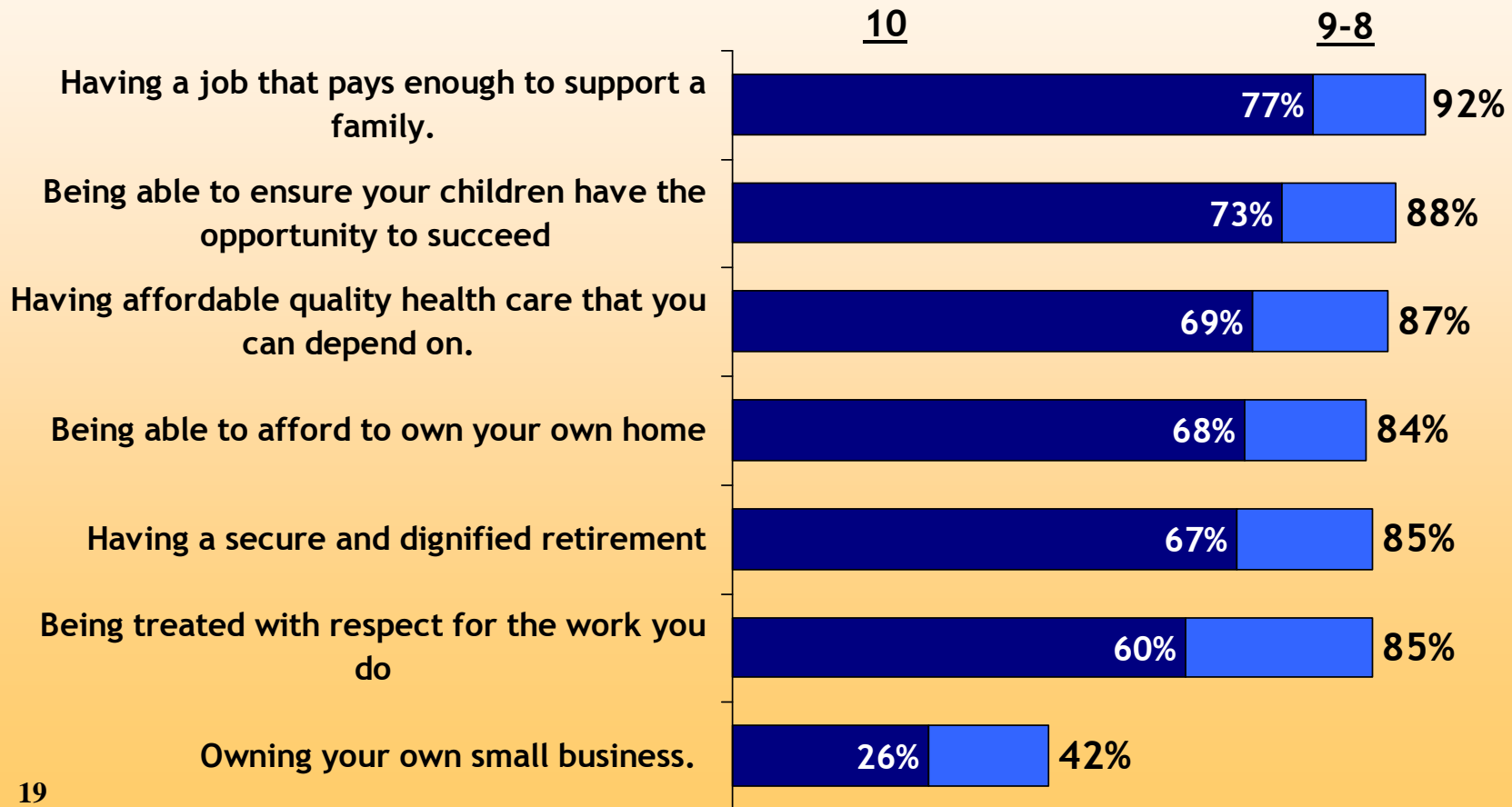


Which Presidential candidate best represents the values of the American Dream?



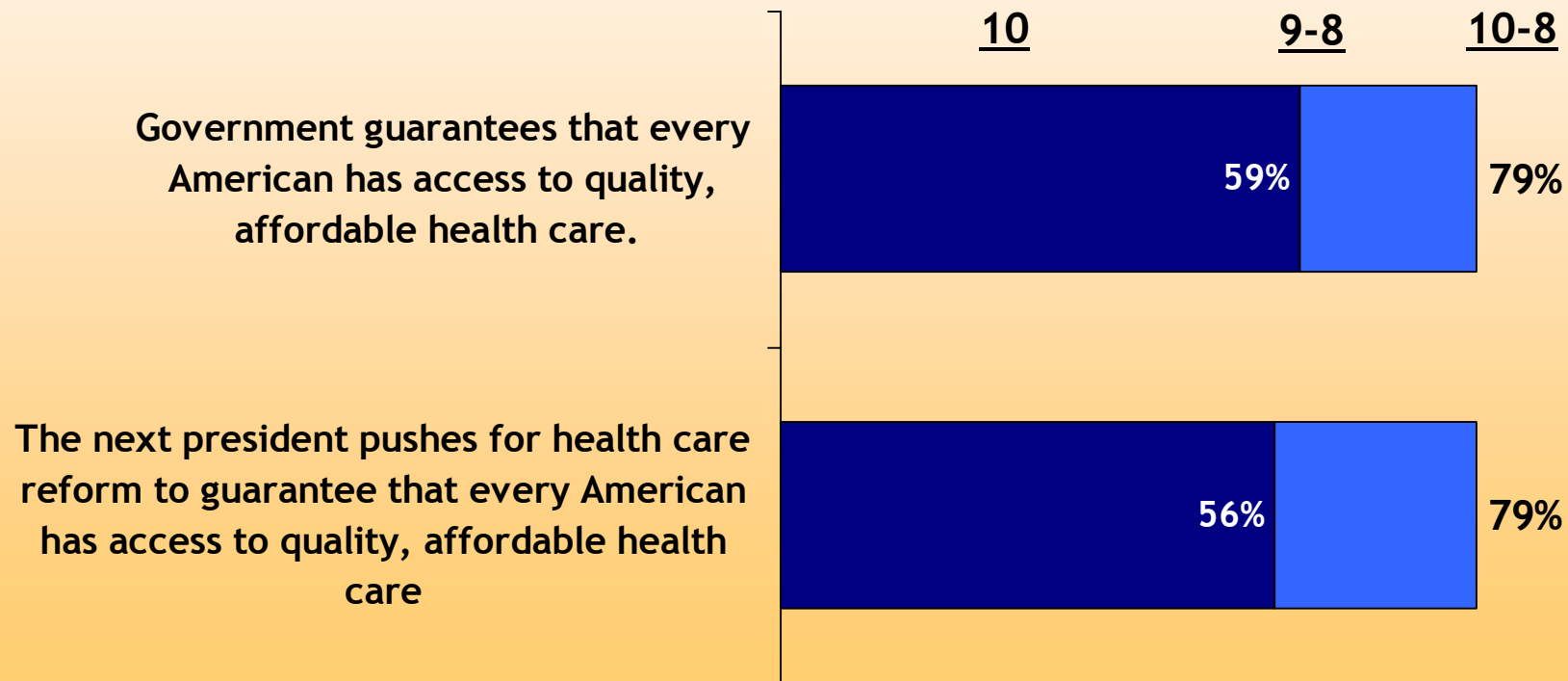
Having a job that pays enough to support a family is the top goal associated with the American Dream.

I'm going to read some goals that some people say are important for reaching the American Dream. For each one, please rate how important it is for you personally as part of the American Dream. Use a scale from 0 to 10, where 10 means it is an extremely important part of the American Dream for you, and 0 means it is not important at all, and 5 is neutral. You can choose any number between 0 and 10.



A strong health care reform agenda is perceived by working Americans to be the best way to make the American Dream more attainable.

Now thinking overall about the goal of making the American Dream more attainable. I am going to read some steps that could be taken to help make the American Dream more attainable. For each one, please rate how effective that step would be in making the American Dream more attainable. Use a scale from 0 to 10, where 10 means this step would be very effective, and 0 means the step would not be effective at all, and 5 is neutral. You can choose any number between 0 and 10.



Workers also strongly support a more progressive tax system, holding corporations accountable, and tougher trade policies.

