

FINAL WEIGHTED TOPLINE

	TOTAL (n=800)	TOTAL 9/07 (n=800)
GENDER OF RESPONDENT		
Male.....	47	
Female	53	
REGION		
New England.....	6	
Middle Atlantic.....	13	
East North Central.....	18	
West North Central.....	8	
South Atlantic.....	20	
East South Central.....	6	
West South Central.....	9	
Mountain	7	
Pacific.....	14	

[GENERAL 2008 ELECTION QUESTIONS]

1. Are you currently registered to vote?

yes.....	100	
no	TERMINATE	
(don't know).....	TERMINATE	

2. Thinking about the November election for President, and other offices, how enthusiastic are you about voting in the November election as compared to previous elections? Are you more enthusiastic about voting than usual or are you less enthusiastic?

[IF MORE/LESS, ASK: Is that much (more/less) or somewhat (more/less)?]

Much more enthusiastic	42	25
Somewhat more enthusiastic.....	16	19
The same	23	29
Somewhat less enthusiastic.....	8	12
Much less enthusiastic.....	9	12
Not sure.....	1	2
 More enthusiastic.....	 58	 44
Less enthusiastic.....	17	25

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3. What is the most important issue right now in determining your vote for president?		
READ AND ROTATE		
_ Iraq	16	23
_ terrorism	6	10
_ the economy and jobs	32	17
_ health care and prescription drugs.....	14	12
_ immigration.....	6	6
_ moral values.....	6	6
_ education.....	2	5
_ Repairing infrastructure like roads and bridges	0	1
_ The deficit.....	1	1
_ taxes.....	3	2
_ retirement and social security	4	6
_ global warming and the environment.....	2	3
(other).....	5	2
(don't know).....	3	4
4. Who has more influence on presidential elections today: big corporations and CEOs, or working people like you?		
[IF CORPORATIONS/WORKING PEOPLE, ASK: Is that a lot or a little?]		
Corporations and CEOs a lot	46	60
Corporations and CEOs a little	6	10
Working people a little.....	12	6
Working people a lot	25	17
Neither.....	5	4
(don't know).....	5	4
Corporations and CEOs.....	52	69
Working people	37	23
5. * Which candidate is most influenced by big corporations and CEOs, [ROTATE] _Barack Obama [buh-ROCK o-BAH-mah], the Democrat, or John McCain, the Republican?		
Obama.....	19	
McCain	39	
(both).....	13	
(neither).....	10	
(don't know).....	21	
6. * Which candidate is most influenced by big corporations and CEOs, [ROTATE] _Hillary Clinton, the Democrat, or John McCain, the Republican?		
Clinton	33	
McCain	30	
(both).....	16	
(neither).....	6	
(don't know).....	16	

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<i>[ASSESSMENT OF THE ECONOMY/ANXIETY]</i>		
7. * Generally speaking, do you think that the economy in this country is going in the RIGHT DIRECTION, or do you feel the economy has gotten pretty seriously off on the WRONG TRACK?		
right direction.....	17	30
wrong track.....	76	61
(don't know).....	7	9
8. * How about for <u>people like you</u> , do you think that the economy in this country is going in the RIGHT DIRECTION, or do you feel the economy has gotten pretty seriously off on the WRONG TRACK?		
right direction.....	17	36
wrong track.....	76	57
(don't know).....	7	7
9. Thinking about your own situation, what current <u>economic</u> issue are you personally most worried about?		
READ AND ROTATE		
_ Losing your job.....	5	6
_ Rising health care costs.....	22	29
_ Higher taxes.....	11	13
_ A secure retirement.....	9	13
_ Expenses like child care or college tuition.....	5	4
_ Every day expenses.....	11	9
_ The rising cost of gasoline.....	13	6
_ Rising mortgage rates.....	2	2
_ Lack of jobs that pay a wage that allows you to support a family.....	5	11
_ The decline of the stock market.....	2	2
_ Credit card debt.....	1	0
_ The federal budget deficit and national debt.....	5	0
(other).....	4	3
(don't know).....	4	3
10. Thinking about the global economy, which is more important to you personally – economic opportunity or economic security?		
Opportunity.....	25	25
Security.....	70	70
(don't know).....	5	5

TOTAL **TOTAL 9/07**
 (n=800) (n=800)

Now I am going to ask you a few questions about the American Dream.

11. Do you agree or disagree that the phrase “The American Dream” reflects the hopes and dreams of American working families? (IF "AGREE/DISAGREE," ASK:) Is that strongly (agree/disagree) or somewhat (agree/disagree)?

Strongly agree.....	45
Somewhat agree	26
Somewhat disagree	13
Strongly disagree	12
(don't know).....	5
 Agree.....	 71
Disagree	24

12. Thinking about the American Dream and what that means to you and your family, do you think the American Dream is obtainable, you have already obtained it, you may not be able to obtain it, you will not be able to obtain it, or you are not sure?

It is obtainable	44
Have already obtained it	22
May not be able to obtain it.....	15
Will not be able to obtain it.....	8
Not sure.....	11

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

Harder	74
Easier	6
the same	19
(don't know).....	2

14. _ Specifically, have the government policies of the last 7 years made it easier to achieve the American Dream, harder, or no different?

Harder	65
Easier	7
the same	24
(don't know).....	4

	TOTAL (n=800)	TOTAL 9/07 (n=800)
15. _ How much of a difference can the next president make in creating an America where every American family has a chance to achieve the American Dream – a lot, some, a little, or not much at all?		
A lot.....	30	
Some.....	33	
A little.....	16	
Not much at all.....	16	
(don't know).....	5	
A lot/some.....	63	
A little/not much at all.....	32	

[GOALS OF 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.

[READ ITEM]: On a scale from 0 to 10, how important is that to you as part of the American Dream?
ROTATE/RANDOMIZE Q16 to Q22
CODE 'Don't Know' = 99

16. _ Being able to afford to own your own home	
MEAN.....	8.8
10.....	64
8-9.....	18
6-7.....	6
5.....	7
0-4.....	4
(don't know).....	0

17. _ Being treated with respect for the work you do	
MEAN.....	8.8
10.....	59
8-9.....	23
6-7.....	7
5.....	7
0-4.....	3
(don't know).....	0

	TOTAL (n=800)	TOTAL 9/07 (n=800)
18. _ Having affordable quality health care that you can depend on.		
MEAN	8.9	
10	65	
8-9	16	
6-7	8	
5	7	
0-4	3	
(don't know).....	0	
19. _ Having a secure and dignified retirement		
MEAN	8.8	
10	59	
8-9	23	
6-7	8	
5	6	
0-4	4	
(don't know).....	0	
20. _ Being able to ensure your children have the opportunity to succeed		
MEAN	8.9	
10	68	
8-9	17	
6-7	5	
5	6	
0-4	4	
(don't know).....	0	
21. _ Having a job that pays enough to support a family.		
MEAN	9.0	
10	69	
8-9	16	
6-7	6	
5	5	
0-4	3	
(don't know).....	0	
22. _ Having benefits that fit your life in the new economy and follow you when you change jobs, move, or become self-employed or unemployed.		
MEAN	8.3	
10	51	
8-9	22	
6-7	9	
5	10	
0-4	6	
(don't know).....	2	

TOTAL (n=800) **TOTAL 9/07** (n=800)

23. * Which presidential candidate has the best vision for restoring the American Dream?

(DO NOT READ LIST)

_Hillary Clinton	18	30
_John McCain	22	1
_Barack Obama [ba-ROCK oh-BAHM-ah]	31	20
(don't know).....	20	9
(other).....	10	40

24. * Which presidential candidate has the best vision for restoring the American Dream(ROTATE) _Barack Obama (**buh-ROCK o-BAH-mah**) the Democrat or John McCain, the Republican?

_John McCain	29
_Barack Obama [ba-ROCK oh-BAHM-ah]	40
(don't know).....	19
(other).....	12

[BARRIERS]

Now, still thinking about the American Dream, I'm going to read you a list of things that some people say are reasons the American Dream is becoming more difficult to reach. For each one, please rate how convincing it is as a reason for why the American Dream may be more difficult to reach. Use a scale from 0 to 10, where 10 means it is an extremely convincing reason, and 0 means it is not convincing at all as a reason, and 5 is neutral. You can choose any number between 0 and 10.

[READ ITEM]: On a scale from 0 to 10, how convincing is this as a reason for why the American Dream may be more difficult to reach? Remember this is not how much you agree with this, but how much you think it is a reason why the American Dream may be more difficult to reach.

RANDOMIZE Q25 to Q35
CODE 'Don't Know' = 99

25. * The government bails out corporations who gamble and lose in the markets, but average home owners who play by the rules are facing foreclosure in record numbers.

MEAN.....	7.3
10	37
8-9	20
6-7	10
5	18
0-4	13
(don't know).....	2

TOTAL **TOTAL 9/07**
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26. * Americans are in a debt crisis because the rising costs of everything from health care to gasoline mean we have to use credit cards just to make ends meet.

MEAN	7.4
10	43
8-9	20
6-7	11
5	11
0-4	16
(don't know).....	0

27. * When corporations are profitable, the benefits are not shared with workers but go only to the top

MEAN	7.5
10	43
8-9	20
6-7	11
5	11
0-4	15
(don't know).....	1

28. * Predatory lending corporations have robbed millions of hard working citizens of the American Dream of home ownership

MEAN	7.2
10	38
8-9	20
6-7	13
5	12
0-4	15
(don't know).....	2

29. * Corporations have gained too much power in the political system and that has hurt working people

MEAN	7.9
10	49
8-9	20
6-7	9
5	11
0-4	11
(don't know).....	0

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30. * Multinational corporations have so much power they can drive down wages, eliminate health benefits and pensions, and disregard labor laws.		
MEAN	7.2	
10	33	
8-9	23	
6-7	14	
5	11	
0-4	16	
(don't know).....	2	
31. * The government doesn't do enough to rein in greedy and unethical behavior by corporations and CEOs.		
MEAN	7.6	
10	41	
8-9	22	
6-7	12	
5	12	
0-4	12	
(don't know).....	2	
32. *The government gives tax breaks and special favors to the rich while neglecting working and middle class families.		
MEAN	7.4	
10	41	
8-9	22	
6-7	11	
5	9	
0-4	15	
(don't know).....	1	
33. * Corporations are breaking their promises to their workers by cutting health care and retirement benefits.		
MEAN	7.9	
10	47	
8-9	21	
6-7	9	
5	11	
0-4	11	
(don't know).....	1	

	TOTAL (n=800)	TOTAL 9/07 (n=800)
34. * Corporations are moving millions of good paying middle class jobs overseas, leaving us with low paying service jobs		
MEAN	7.9	
10	46	
8-9	21	
6-7	13	
5	8	
0-4	11	
(don't know).....	1	
35. _Unfair trade agreements are making it harder for Americans to keep good jobs		
MEAN	7.7	
10	42	
8-9	22	
6-7	14	
5	9	
0-4	13	
(don't know).....	1	

TOTAL **TOTAL 9/07**
 (n=800) (n=800)

[ACTION AGENDA]

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 is would not be effective at all, and 5 is neutral. You can choose any number between 0 and 10.

[READ ITEM]: On a scale from 0 to 10, how effective would this step be in making the American Dream more attainable?

RANDOMIZE Q36 to Q40
Code "Don't Know"=99

RATING [0-10]

36. _ Creating partnerships of unions, businesses, and community organizations to work on innovative new ways to create and keep good-paying jobs in America

MEAN	7.8
10	41
8-9	23
6-7	14
5	12
0-4	9
(don't know).....	1

37. _ Making sure the Government makes employers keep their promises to employees, including protecting their pensions and health care

MEAN	8.4
10	52
8-9	24
6-7	10
5	7
0-4	6
(don't know).....	1

38. _ Creating a more progressive tax system that is fair to workers and makes billionaires pay their fair share in taxes

MEAN	8.3
10	57
8-9	16
6-7	9
5	9
0-4	8
(don't know).....	1

	TOTAL (n=800)	TOTAL 9/07 (n=800)
39. _ Creating a government guarantee that every American has access to quality, affordable health care.		
MEAN	8.2	
10	55	
8-9	18	
6-7	9	
5	7	
0-4	10	
(don't know).....	1	
40. _ Making sure the government invests in jobs to stimulate the economy like rebuilding the national infrastructure and expanding renewable energy development.		
MEAN	8.3	
10	50	
8-9	21	
6-7	13	
5	8	
0-4	6	
(don't know).....	1	

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41. Are you a current or retired member of a labor union? (IF NOT CURRENT MEMBER, ASK:) Is anyone in your household a current or retired member of a union?		
Yes, current member of a labor union.....	10	
Yes, retired member of a labor union.....	5	
Yes, current member in household.....	3	
Yes, retired member in household.....	4	
No, no one in household is union member.....	77	
(Not sure).....	1	
42. Are you currently married, unmarried with a partner, single, widowed, or divorced?		
Married.....	61	
Unmarried with partner.....	4	
Single.....	15	
Widowed.....	10	
Divorced.....	9	
(Refused/DK).....	1	
43. What is the last year of schooling that you have completed? (DO NOT READ LIST.)		
1st through 11th grade.....	7	
High school graduate.....	29	
Non-college post-high school (e.g., technical school).....	4	
Some college.....	24	
College graduate.....	25	
Postgraduate school.....	11	
Not sure.....	1	
44. Do you have any children 18 years of age or younger living at home with you?		
Yes.....	34	
No.....	66	
(don't know).....	0	
45. Just to make sure we have a representative sample, could you please tell me whether you are from a Hispanic, Latino, or Spanish-speaking background? [IF "NO", ASK:] What is your race--white, black, Asian, American Indian, or something else?		
DO NOT READ		
White/Caucasian.....	72	
Black/African American.....	13	
Hispanic/Latino.....	10	
Asian/Pacific Islander.....	0	
Native American/American Indian.....	1	
(other).....	2	
(don't know/refused).....	1	