

Change to Win  
American Dream Survey  
800 non-supervisory workers, nationwide  
August 14 - 20, 2006

**FINAL WEIGHTED TOPLINES**

**GENDER OF RESPONDENT**

Male ..... 54  
Female ..... 46

**REGION**

New England..... 5  
Middle Atlantic..... 14  
East North Central..... 16  
West North Central..... 7  
South Atlantic..... 18  
East South Central..... 6  
West South Central..... 11  
Mountain ..... 7  
Pacific..... 16

1. Are you a full time student?

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

2. First, are you currently working full-time, working part-time, unemployed, or are you retired?

working full time ..... **GO TO Q5** ..... 76  
working part time..... **GO TO Q4** ..... 14  
unemployed ..... **GO TO Q3** ..... 10  
retired ..... **TERMINATE**

**ASK Q3 IF UNEMPLOYED (Q2=3)**

3. Are you actively looking for work?

yes ..... **GO TO Q8** ..... 100  
no ..... **TERMINATE**  
(don't know)..... **TERMINATE**

**ASK Q4 IF PART-TIME (Q2=2)**

4. Do you typically work more than 20 hours per week?

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

5. How would you describe your position in your company? Are you a...

**READ CHOICES**

Business owner or CEO.....	<b>TERMINATE</b>
Manager or supervisor.....	<b>SKIP TO Q6a</b> ..... 7
Company executive.....	<b>TERMINATE</b>
Independent professional such as a physician or lawyer.....	<b>TERMINATE</b>
Independent contractor.....	7
Hourly employee.....	50
Salaried employee.....	28
(Other).....	<b>ASK Q6</b> ..... 4
(don't know).....	3

**IF Q5="OTHER"**

6. Would you describe yourself as an owner, executive, or manager, or none of those?

Yes, owner/executive/manager.....	<b>TERMINATE</b>
No, none of those.....	<b>ASK Q7</b> ..... 86
(don't know).....	14

**IF Q5="MANAGER OR SUPERVISOR"**

6a. Are you paid on an hourly basis?

Yes, .....	100
No.....	<b>TERMINATE</b>
(don't know).....	<b>TERMINATE</b>

7. In which of the following ranges does your personal annual income fall, before taxes?

**READ CATEGORIES:**

below 20 thousand.....	21
between 20 and 30 thousand.....	23
between 30 and 40 thousand.....	20
between 40 and 50 thousand.....	13
between 50 and 75 thousand.....	13
between 75 thousand and 100 thousand.....	9
over 100 thousand.....	<b>TERMINATE</b>
(don't know/refused): Is it more than 100 thousand or less than that?	
<b>TERMINATE IF OVER \$100,000 OR REFUSED</b> .....	1

8. Are you currently registered to vote?

yes.....	84
no.....	15
(don't know).....	0

9. Generally speaking, do you think that things in this country are going in the RIGHT DIRECTION, or do you feel things have gotten pretty seriously off on the WRONG TRACK?

right direction.....	26
wrong track.....	63
(don't know).....	11

10. 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.....	28
wrong track.....	63
(don't know).....	9

11. I am going to read you a list of concerns that some people have. Please tell me which one of these you are most concerned about?

**READ AND ROTATE:**

_jobs and the economy.....	19
_education.....	9
_taxes and government spending .....	8
_Social Security and retirement security .....	8
_moral values.....	10
_energy and gas prices.....	11
_health care .....	7
_homeland security and defense.....	3
_crime and drugs .....	2
_the war in Iraq .....	10
_Immigration .....	5
_outsourcing of jobs overseas .....	3
_(don't know/other) .....	4

12. Thinking specifically about the economy, what two things are you personally worried about the most? Are they...

**ACCEPT UP TO TWO RESPONSES  
READ AND ROTATE:**

_Losing your job.....	14
_Rising health care costs.....	27
_Wages not keeping up with the cost of living.....	34
_Rising gas prices.....	29
_Paying off debt .....	8
_Paying taxes.....	11
_Having to work more to keep up with the cost of living.....	16
_A secure retirement.....	13
_Expenses like child care, education, or college tuition .....	11
(other).....	3
(don't know).....	1

13. When you think about the national economy today, do you see (ROTATE)  increasing opportunity,  stagnation or  increasing decline?

<input type="checkbox"/> Increasing opportunity.....	21
<input type="checkbox"/> Stagnation.....	22
<input type="checkbox"/> Increasing decline.....	43
(both).....	7
(neither).....	3
(don't know).....	5

14. Would you say you and your family are economically better off or worse off than you were four years ago or would you say you are about the same? [If better/worse, Ask: Is that much/somewhat better/worse?]

<input type="checkbox"/> Much better.....	17	38
<input type="checkbox"/> Somewhat better.....	21	
<input type="checkbox"/> Somewhat worse.....	16	
<input type="checkbox"/> Much worse.....	13	29
<input type="checkbox"/> About the same.....	32	
<input type="checkbox"/> (don't know).....	1	

15. Thinking about the next generation of Americans who are children today, the way things are going, do you think economically they will be better off, worse off, or about the same as the generation of adults who are working today?

Better off.....	18
About the same.....	27
Worse off.....	51
(don't know).....	4

16. Which of the following words best describes how you feel about your financial future?

**ROTATE/READ CHOICES**

<input type="checkbox"/> Optimistic.....	26
<input type="checkbox"/> Angry.....	4
<input type="checkbox"/> Cautious.....	31
<input type="checkbox"/> Worried.....	20
<input type="checkbox"/> Sad.....	1
<input type="checkbox"/> Hopeful.....	11
<input type="checkbox"/> Disappointed.....	5
(don't know/other).....	2

## 17. What does the American Dream mean to you? (RECORD VERBATIM RESPONSE)

Own a home/have a good place to live.....	15
Live in peace without terrorism/safety.....	6
Having a good job/make a comfortable living/ financial security/debt free .....	37
Affluence/being wealthy .....	1
Access to health care / Healthy .....	6
Raising a family/caring for children .....	14
Access to good education/college .....	4
Personal freedom/opportunity/promise .....	24
Freedom of speech and expression.....	2
Respect for others/tolerance of diversity .....	2
A worry-free life .....	3
A return to traditional moral values/religion .....	3
There's no longer any American Dream .....	3
Success / Goal Achievement .....	5
Happiness .....	5
Life / Living Each Day .....	2
Good Country / U.S. Improving / Patriotic Mentions .....	3
Equality / Equal Treatment/Rights .....	3
Nothing .....	0
Misc. Other Mentions .....	1
Don't know/not sure .....	9

18. **SSA:** Which of the following words best describes how you feel about the “American Dream” and your family?

**ROTATE/READ CHOICES**

_Excited .....	8
_Angry .....	3
_Cautious .....	15
_Confident .....	12
_Uncertain .....	17
_Worried .....	9
_Sad .....	1
_Hopeful .....	14
_Disappointed .....	6
_Proud .....	5
_Frustrated .....	7
(don't know/other) .....	2

19. **SSB:** Which of the following words best describes how you feel about the “American Dream” and the country?

**ROTATE/READ CHOICES**

_Optimistic .....	18
_Excited .....	2
_Angry .....	5
_Cautious .....	17
_Confident .....	4
_Uncertain .....	18
_Worried .....	9
_Sad .....	3
_Hopeful .....	8
_Disappointed .....	7
_Proud .....	3
_Frustrated .....	6
(don't know/other) .....	1

20. Thinking about the American Dream and what that means to you and your family, do you think it 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 .....	51
Have already obtained it .....	14
May not be able to obtain it .....	15
Will not be able to obtain it .....	9
Not sure .....	12

**Now I am going to ask you some questions about your job.**

**DO NOT ASK Q21-23 IF RESPONDENT IS UNEMPLOYED & LOOKING FOR A JOB (Q3 = Yes)**

21. How many jobs do you currently hold?

One .....	83
Two.....	13
More than two .....	2
(don't know).....	2

22. Are your wages keeping up with the cost of living?

yes.....	47
no .....	51
(don't know).....	2

23. What kind of retirement plan do you currently participate in at your work, a pension, and a 401K, both or neither?

a pension .....	15
401K type plan .....	29
Both .....	19
None.....	34
(DK/RF) .....	2

**Now I would like to ask you a few questions about Health Care**

24. Do you have Health Insurance through your employer, your spouse's employer, receive it elsewhere or do you not have health insurance?

Employer .....	57
Spouses Employer.....	9
Receive elsewhere.....	15
Do not have.....	17
(don't know).....	1

25. In the last year, have you had to incur debt to pay for basic necessities like food, utilities and gasoline?

Yes .....	31
No.....	67
(don't know).....	2

Now I am going to read you a list of different concerns that working people might have in America today. For each one, even if it is not a problem right now, please tell me how much of a concern it is for you – a very serious concern, a serious concern, a minor concern, or not a concern at all.

**[READ FIRST ITEM.]** How much of a concern is that for you personally – a very serious concern, a serious concern, a minor concern, or not a concern at all?

<b>ROTATE Q26 to Q34</b>	very serious	serious	minor	not at all	(don't know)	not serious	not serious
26. _Not having enough money for retirement .....	42	35	14	8	1	77	22
27. _Losing your health care benefits .....	45	26	11	15	3	72	25
28. _Not being able to afford health care when you or your family need it .....	51	26	10	11	1	77	21
29. _Losing your home or never owning a home .....	36	23	19	20	1	59	39
30. _Losing your pension benefits .....	37	22	15	20	6	59	35
31. _Not being able to keep up with bills .....	41	27	16	14	1	69	30

**DO NOT ASK Q32 IF RESPONDENT IS UNEMPLOYED & LOOKING FOR A JOB (Q3 = Yes)**

32. _Losing my job and not being able to find one with the same pay and benefits. .....	38	27	16	18	2	65	33
33. _Not having time to spend with family .....	34	28	18	19	2	62	36
34. _Having your standard of living slip further and further .....	36	32	17	13	1	68	31

**RESUME ASKING ALL**

35. Do you think that you will retire younger, the same age or older than you estimated 5 years ago?

_Younger.....	10
_Same Age .....	28
_Older .....	55
(don't know).....	7

Now, thinking about the American Dream, I'm going to read some achievements that some people say are important for reaching the American Dream. For each one, please rate how important YOU think it is for reaching the American Dream on a scale from 0 to 10, where 10 means it is extremely important, 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 this for reaching the American Dream?

	<b>RANDOMIZE Q36 to Q50</b>	<b>MEAN</b>	<b>10</b>	<b>8-9</b>	<b>6-7</b>	<b>5</b>	<b>0-4</b>	<b>DK</b>
36. _Owning your own home	8.7	65	17	5	7	5	0	
37. _If you work hard and play by the rules you will get ahead	7.6	39	24	12	13	10	1	
38. _One parent in a family being able to afford to stay at home to raise their young children if they want to	7.5	41	20	13	13	13	1	
39. _That all working people are treated with respect and dignity	7.9	51	16	11	10	12	1	
40. _Having affordable quality health care that you can depend on	8.7	61	18	9	6	5	0	
41. _Having a secure and dignified retirement	8.6	59	20	8	6	7	1	
42. _Being able to ensure your children have a good future	8.8	66	16	6	6	6	1	
43. _Being able to work less and spend more time with your family and friends.	8.2	50	21	11	11	6	1	
44. _Being free of credit card debt	8.5	60	18	7	6	8	0	
45. _Being able to afford and to have the time to take care of aging parents or relatives	8.4	51	23	11	9	6	1	
46. <b>_SSA:</b> Sending your children to post high school education such as college or technical school	8.5	60	18	8	6	7	2	
47. <b>_SSB:</b> Helping pay for your children's post high school education such as college or technical school	8.3	54	18	14	6	7	1	
48. _Feeling secure in your job	8.6	57	23	8	6	5	0	
49. _Being proud of the work you do	8.9	65	21	5	4	5	0	
50. _Having your voice heard in the political process even if you are not wealthy or powerful	8.4	58	17	11	6	7	0	



**Now I am going to ask you a few questions for statistical purposes only.**

57. Generally speaking, do you think of yourself as a Democrat, a Republican, an independent, or something else? **(IF "DEMOCRAT" OR "REPUBLICAN," ASK:)** Would you call yourself a strong (Democrat/Republican) or not a very strong (Democrat/Republican)? **(IF "NOT SURE," CODE AS "NOT VERY STRONG")** **(IF "INDEPENDENT," ASK:)** Do you think of yourself as closer to the Republican Party, closer to the Democratic Party, or do you think of yourself as strictly independent? **(IF "NOT SURE," CODE AS "STRICTLY INDEPENDENT.")**

Strong Democrat .....	29	42
Not very strong Democrat .....	6	
Independent/lean Democrat.....	6	
Strictly independent.....	23	
Independent/lean Republican .....	4	
Not very strong Republican.....	5	
Strong Republican.....	15	23
Other .....	5	
(Not sure/nothing) .....	8	

58. How old are you? **(IF REFUSED, ASK:)** Well, would you tell me which age group you belong to? **(READ LIST.)**

Under 16 .....	0
16-20 .....	5
21-24 .....	7
25-29 .....	8
30-34 .....	8
35-39 .....	9
40-44 .....	15
45-49 .....	12
50-54 .....	17
55-59 .....	8
60-64 .....	4
65-69 .....	1
70-74 .....	1
75 and older .....	1
(Refused) .....	3

59. Are you a current 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.....	13
Yes, current member in household.....	4
Yes, retired member in household .....	2
No, no one in household is union member .....	78
(Not sure) .....	3

60. Are you currently married, unmarried with a partner, single, widowed, or divorced?

Married .....	60
Unmarried with partner .....	6
Single .....	21
Widowed .....	3
Divorced .....	8
(Refused/DK) .....	1

61. What is the last year of schooling that you have completed? **(DO NOT READ LIST.)**

1st through 11th grade .....	6
High school graduate .....	30
Non-college post-high school (e.g., technical school) .....	6
Some college .....	26
College graduate .....	22
Postgraduate school .....	10
Not sure.....	1

**DO NOT ASK Q62 IF RESPONDENT IS UNEMPLOYED & LOOKING FOR A JOB (Q3 = Yes)**

62. Do you regularly work in the evenings or nights or on weekends?

Yes, evenings/nights .....	19
Yes, weekends.....	4
Yes, both .....	25
No.....	49
(Refused/DK) .....	2

63. Do you have any children 18 years of age or younger living at home with you?

Yes .....	40
No.....	59
(don't know).....	1

64. Which of the following three statements is most accurate for your household:

**READ/DO NOT ROTATE:**

Everyone in the household has health insurance coverage .....	70
Some people in the household have health coverage, and some currently do not have coverage.....	19
Nobody in the household currently has health coverage .....	9
(don't know).....	2

**ASK ONLY IF SOME OR ALL HAVE COVERAGE (Q64=1,2)**

65. In the last three years, have you or any of your family members been without health care coverage?

Yes .....	30
No.....	67
(don't know).....	4

66. Which of the following terms term do you think fits you best: worker, working family, working American, working middle class, or middle class.

Worker.....	10
Working Family .....	20
Working American.....	23
Working Middle Class .....	31
Middle Class.....	12
(don't know).....	4

67. 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 .....	67
Black/African American .....	12
Hispanic/Latino.....	13
Asian/Pacific Islander.....	3
Native American/American Indian.....	1
(other).....	3
(don't know/refused).....	1

68. On average, how often would you say you attend church or religious services – once a week or more, once or twice a month, several times a year, hardly ever, or never?

every week or more.....	38
once or twice a month .....	16
several times a year .....	10
hardly ever .....	21
never .....	13
(don't know).....	2