

New American Dream A Public Opinion Poll

This document provides the questions and answers to a nationally representative and census-balanced telephone study conducted in late July, 2004 among 1,092 Americans 18 years of age and older. The “New American Dream Poll” was conducted by Widmeyer Research and Polling of Washington, DC for the Center for a New American Dream. The margin of error for the study is +/- 3.0%.

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1. PERSONAL VALUES IN LIFE

How important each value is to you as a guiding principle in your life? (Mean, 1–10 scale)	All (%)	Men (%)	Women (%)	Parents (%)
Freedom	9.4	9.3	9.5	9.3
Family life	9.2	8.9	9.6	9.6
Responsibility	9.0	8.8	9.1	9.2
Friendship	8.9	8.8	9.0	9.0
Financial security	8.7	8.5	8.8	8.7
Generosity	8.5	8.2	8.7	8.5
Pleasure/having fun	8.2	8.0	8.3	8.2
Religious faith	7.7	7.4	8.1	7.8
Career success	7.4	7.5	7.2	7.5
Prosperity and wealth	7.1	7.1	7.0	7.1

I sometimes wish I had more of what really matters in life?	All (%)	Men (%)	Women (%)	Parents (%)
Strongly agree	35	36	35	37
Somewhat agree	48	53	43	47
Somewhat disagree	11	7	14	11
Strongly disagree	4	3	4	2
Don't know	2	1	3	3

RESPONDENTS READ: Please tell me whether each of the following would make you much more satisfied with your life, somewhat more satisfied with your life or would make no difference.

Statement	All (%)	Men (%)	Women (%)	Parents (%)
1st #: % MUCH more 2nd #: % more (much + somewhat)				
If I were able to spend more time with my family and friends.	53/84	55/87	52/83	36/65
If there was less stress in my life.	55/84	48/81	62/87	59/89
If I felt like I was doing more to make a difference in my community.	29/76	32/75	26/76	29/77
If I had a bigger house or apartment.	29/54	31/54	26/53	34/58
If I had more nice things in my house.	16/47	16/45	16/49	21/58

2. DIRECTION OF OUR COUNTRY AND SOCIETY

Do you think our country is moving in the right direction or the wrong direction?	All (%)	Men (%)	Women (%)	Parents (%)
Right direction	36	45	28	32
Wrong direction	28	26	29	31
Don't know	36	28	43	38

Do you think our society is focused on the right priorities?	All (%)	Men (%)	Women (%)	Parents (%)
Yes	11	14	8	9
No	83	81	85	83
Don't know	6	4	7	8

Do you think changes could be made that would improve the direction of our country?	All (%)	Men (%)	Women (%)	Parents (%)
Yes	88	87	89	89
No	5	6	4	4
Don't know	7	7	7	7

3. AMERICAN SOCIETY AND MATERIALISM

In your opinion, is American society too focused on shopping and spending?	All (%)	Men (%)	Women (%)	Parents (%)
Yes	81	78	83	81
No	13	17	9	13
Don't know	6	5	8	5

In your opinion, is American society too materialistic?	All (%)	Men (%)	Women (%)	Parents (%)
Yes	88	85	90	89
No	10	13	7	8
Don't know	3	2	3	3

Which of the following do you think are caused by or are the result of our society being too materialistic?	All (%)	Men (%)	Women (%)	Parents (%)
People living beyond their means	90	90	90	94
People in debt	87	85	88	88
Overly commercialized children	80	79	82	82
Increased stress	78	78	78	75
Lack of old-fashioned fun and enjoyment in life	74	69	79	72
People working too much	58	54	62	62
Other nations perceive us as greedy	57	60	54	54
Lack of free time	52	49	55	56
Harm to the environment	52	48	55	50
None of them	1	1	1	0

Do you think that as a society our priorities are out of whack?	All (%)	Men (%)	Women (%)	Parents (%)
Yes	85	83	88	89
No	10	12	8	9
Don't know	4	5	4	2

Too many Americans are focused on working and making money and not enough on family and community.	All (%)	Men (%)	Women (%)	Parents (%)
Strongly agree	52	50	55	52
Somewhat agree	41	41	41	43
Somewhat disagree	5	6	3	3
Strongly disagree	2	2	1	1
Don't know	1	1	0	0

4. CONCERNS WITH AMERICAN LIVING

RESPONDENTS READ: I am going to read a list of things some Americans have said about their lives. Please tell me whether each applies to you or does not apply to you.

Statement	All (%)	Men (%)	Women (%)	Parents (%)
1st #: % Applies 2nd #: % Does not Apply				
I work too many hours.	26/69	28/68	25/69	30/66
I wish I had more time to spend with my family and friends.	53/43	51/46	55/42	57/38
I have too much stress in my life.	52/46	40/59	63/34	64/33
I have too much debt.	52/45	46/52	58/39	59/38
I wish I could be more active in my community.	47/45	45/48	49/42	46/45
I sometimes feel pressure to buy certain things	35/62	35/62	34/62	42/54
I feel pressure to work too much.	34/61	36/60	33/62	35/60
Advertisers have too much impact on my children.	27/65	21/70	33/60	50/39
My children pressure me to buy things that are too expensive or not good for them	20/77	16/81	23/74	39/59

5. DESCRIBING THE AMERICAN DREAM

How well does each word or statement describe the concept of the American Dream. (Mean, 1-10)	All (%)	Men (%)	Women (%)	Parents (%)
Freedom	9.1	9.0	9.2	9.0
Happiness	8.5	8.63	8.7	8.5
Family	8.5	8.3	8.7	8.6
Personal Fulfillment	8.4	8.4	8.4	8.4
Security or having all my basic needs met	8.2	8.0	8.4	8.2
Equality of opportunity for all	8.1	8.1	8.2	8.0
Peace	8.1	7.9	8.3	8.0
Optimism	8.0	8.0	8.1	8.0
Financial success	7.9	7.7	7.9	7.8
Enough free time outside of work to enjoy life	7.9	7.9	8.0	7.9
Strong communities	7.9	7.7	8.0	7.8
Free market society	7.8	7.9	7.8	7.7
Compassion for others	7.8	7.6	8.0	7.7
Fair wages and taxes	7.7	7.5	7.8	7.6
U.S. is recognized as the world leader	7.6	7.5	7.7	7.5
Social responsibility	7.6	7.5	7.7	7.5
U.S. is the most militarily powerful country	7.5	7.5	7.4	7.4
To consume or buy whatever we want	7.3	7.3	7.3	7.2
Absence of poverty	7.2	7.0	7.4	7.1
Living in harmony with the environment	7.2	7.1	7.3	7.0
Achieving an affluent or wealthy lifestyle	7.1	7.2	7.0	7.0

How well does each word or statement describe the concept of the American Dream. (% 8 to 10)	All (%)	Men (%)	Women (%)	Parents (%)
Freedom	86	85	86	85
Happiness	76	74	79	76
Family	75	73	78	76
Personal Fulfillment	74	73	74	74
Equality of opportunity for all	73	72	73	70
Security or having all my basic needs met	73	70	76	72
Peace	71	67	72	69
Enough free time outside of work to enjoy life	69	67	69	67
Optimism	68	68	67	65
Strong communities	66	64	69	66
Compassion for others	66	64	67	65
Fair wages and taxes	65	60	67	63
Financial success	63	62	67	65
Free market society	61	64	58	59
U.S. is recognized as the world leader	60	60	59	58
Social responsibility	59	57	61	57
U.S. is the most militarily powerful country	56	58	55	55
Absence of poverty	56	52	59	54
To consume or buy whatever we want	55	54	55	55
Living in harmony with the environment	54	51	55	50
Achieving an affluent or wealthy lifestyle	49	50	49	48

6. WHAT'S IMPORTANT TO THE AMERICAN DREAM

Please tell me how important each should be, as part of your ideal American Dream. (Mean, 1-10)	All (%)	Men (%)	Women (%)	Parents (%)
Freedom	9.5	9.4	9.6	9.5
Happiness	9.3	9.2	9.4	9.4
Family	9.3	9.2	9.5	9.5
Peace	9.2	9.0	9.4	9.2
Equality of opportunity for all	9.1	9.0	9.3	9.1
Security or having all my basic needs met	9.1	8.9	9.2	9.1
Fair wages and taxes	9.0	8.8	9.1	8.9
Compassion for others	9.0	8.7	9.3	9.0
Enough free time outside of work to enjoy life	8.9	8.8	9.0	9.1
Personal Fulfillment	8.9	8.8	9.0	8.8
Strong communities	8.8	8.6	8.9	8.8
Optimism	8.8	8.7	8.9	8.8
Absence of poverty	8.7	8.4	8.9	8.6
Social responsibility	8.6	8.5	8.7	8.6
Living in harmony with the environment	8.5	8.3	8.7	8.4
Free market society	8.1	8.1	8.1	7.9
Financial success	7.9	7.9	8.0	8.0
U.S. is recognized as the world leader	7.4	7.5	7.4	7.1
U.S. is the most militarily powerful country	7.2	7.3	7.2	7.1
To consume or buy whatever we want	7.0	7.1	6.9	6.9
Achieving an affluent or wealthy lifestyle	6.8	7.0	6.6	6.8

Please tell me how important each should be, as part of your ideal American Dream. (% 8-10)	All (%)	Men (%)	Women (%)	Parents (%)
Freedom	93	91	94	93
Happiness	90	90	91	93
Family	89	86	92	93
Equality of opportunity for all	88	87	89	86
Peace	88	86	89	89
Compassion for others	87	84	91	86
Security or having all my basic needs met	87	85	88	89
Fair wages and taxes	86	86	88	84
Enough free time outside of work to enjoy life	83	81	86	85
Personal Fulfillment	82	83	83	82
Strong communities	81	79	82	80
Optimism	81	81	82	81
Absence of poverty	79	74	82	77
Social responsibility	78	77	77	79
Living in harmony with the environment	75	73	79	74
Free market society	66	68	62	63
Financial success	65	65	66	66
U.S. is recognized as the world leader	57	59	56	53
U.S. is the most militarily powerful country	54	55	52	52
To consume or buy whatever we want	49	52	47	47
Achieving an affluent or wealthy lifestyle	44	50	42	47

7. CONTRASTING DESCRIPTIONS OF THE AMERICAN DREAM

RESPONDENTS READ: I am going to read a list of questions that contain two contrasting views or definitions of the American Dream. For each question, please tell me which one of the two best describes what you think of the American Dream.

Which one of the two best describes what you think of the American Dream?	All (%)	Men (%)	Women (%)	Parents (%)
More is better	3	2	4	4
More of what matters in life	86	86	85	87
Neither	10	12	8	8
Don't know	1	0	2	1

Which one of the two best describes what you think of the American Dream?	All (%)	Men (%)	Women (%)	Parents (%)
Achieving an affluent or wealthy lifestyle	10	12	8	13
Living in a fair and just society	85	85	85	80
Neither	4	3	5	5
Don't know	1	0	2	1

Which one of the two best describes what you think of the American Dream?	All (%)	Men (%)	Women (%)	Parents (%)
Working hard to get ahead	34	40	28	30
Working enough to have a good life	59	52	65	61
Neither	6	7	6	8
Don't know	1	0	2	1

Which one of the two best describes what you think of the American Dream?	All (%)	Men (%)	Women (%)	Parents (%)
Living in the most powerful country in the world	5	6	4	4
Living in a country dedicated to preserving democratic values, a high quality of life and a healthy future for all	90	92	89	90
Neither	4	2	6	5
Don't know	1	0	1	1

8. EXCESSIVE MATERIALISM AND PROTECTING THE ENVIRONMENT

Do you believe that excessive materialism is causing harm to the environment in this country?	All (%)	Men (%)	Women (%)	Parents (%)
Yes	74	69	78	73
No	17	22	12	17
Don't know	10	10	10	10

Do you believe that excessive materialism is causing harm to the global or world-wide environment?	All (%)	Men (%)	Women (%)	Parents (%)
Yes	70	69	72	67
No	16	19	13	15
Don't know	14	12	16	17

Do you believe that preserving and protecting the environment for future generations should be important in defining the American Dream?	All (%)	Men (%)	Women (%)	Parents (%)
Yes	91	92	91	91
No	5	5	5	4
Don't know	4	3	4	5

9. ACHIEVING THE AMERICAN DREAM

How many Americans living today do you think will be able to achieve their idea of the American Dream?	All (%)	Men (%)	Women (%)	Parents (%)
All	1	1	0	1
Most	14	18	11	12
Some	51	51	52	49
Only a few	32	29	34	35
None at all	0	0	1	1
Don't know	2	1	2	3

Do you think you will be able to achieve your idea of the American Dream in your lifetime?	All (%)	Men (%)	Women (%)	Parents (%)
Yes	42	48	36	41
No	36	34	38	35
Don't know	22	18	26	24

Compared to your parent's generation, do you think it is harder or easier for Americans today to achieve the American Dream?	All (%)	Men (%)	Women (%)	Parents (%)
Harder	62	59	65	65
Easier	24	28	20	20
The same	12	11	13	12
Don't know	2	2	3	2

Compared to 10 years ago, do you think it is harder or easier for Americans today to achieve the American Dream?	All (%)	Men (%)	Women (%)	Parents (%)
Harder	64	61	67	67
Easier	17	20	13	14
The same	15	16	15	15
Don't know	4	3	4	4

Which of the following are MAJOR reasons it is harder to achieve the American Dream today?	All (%)	Men (%)	Women (%)	Parents (%)
Many Americans are in debt	76	73	77	76
Americans have lost touch with important values	69	65	72	70
Too many people expect to have a good life handed to them	69	72	67	69
It is harder to make ends meet	68	61	74	67
We have a materialistic culture	61	56	65	59
Government has the wrong priorities	58	59	57	54
Current society favors the rich	54	48	60	49
Wages for workers are too low	51	40	60	47
Americans are lazier than they used to be	45	45	46	48
Americans have to work too much	28	25	31	36
Don't know	1	1	0	1

Which of the following are negative impacts that result from working too many hours?	All (%)	Men (%)	Women (%)	Parents (%)
Not enough time to spend with family	88	86	90	93
Not enough time for me to do things I want to do	70	74	66	65
Not enough time for me to contribute to the community	50	49	51	49
Don't know	1	2	1	1

Which of the following make it harder for the average American to achieve the American Dream?	All (%)	Men (%)	Women (%)	Parents (%)
High cost of healthcare	81	77	84	80
High cost of housing	68	63	73	71
Outsourcing of jobs to other countries	66	61	71	64
Taxes	63	60	66	64
Government spending priorities	61	61	62	61
Our commercialized culture	47	42	51	47
Overseas wars	41	39	43	39
Immigration	37	38	37	37
Not enough federal efforts to protect the natural environment	28	26	29	25
Regulations	28	35	23	26
None of them	2	2	2	3

10. AGREEMENT WITH THE AMERICAN DREAM

Which of the following do you think are inconsistent with the American Dream?	All (%)	Men (%)	Women (%)	Parents (%)
Tax breaks for wealthy Americans	67	64	71	70
Buying products produced in overseas sweatshops	62	58	66	60
Cutting social programs such as healthcare	62	55	70	63
Buying now to pay later	60	58	61	58
Being the world's biggest debtor nation	59	58	60	60
Depleting our natural resources	54	51	56	50
Tax breaks for corporations	54	52	56	54
Welfare	42	42	42	43
Using too much fossil fuel	36	38	34	32
None of them	3	4	3	3

Who do you think shares your vision of the American Dream more: Bush/Cheney or Kerry/Edwards?	All (%)	Men (%)	Women (%)	Parents (%)
Bush/Cheney	33	37	30	32
Kerry/Edwards	35	34	36	34
Neither	22	23	20	22
Don't know	10	6	13	12

How well does the following definition of the American Dream fit your own: The American Dream embraces the notion that happiness and security are within reach.	All (%)	Men (%)	Women (%)	Parents (%)
Very well	42	40	45	40
Somewhat well	46	48	44	48
Not very well	8	9	7	8
Not at all well	2	3	1	2
Don't know	2	1	3	2

How well does the following definition of the American Dream fit your own: The American Dream of personal fulfillment and happiness should be pursued in a way that also preserves a healthy environment. The American Dream of personal fulfillment and happiness should be pursued in a way that promotes justice for all people.	All (%)	Men (%)	Women (%)	Parents (%)
Very well	42	40	45	40
Somewhat well	46	48	44	48
Not very well	8	9	7	8
Not at all well	2	3	1	2
Don't know	2	1	3	2

11. AGREE STATEMENTS: ATTITUDES ABOUT AMERICAN CONSUMPTION

In your opinion, do you believe that Americans can continue to use natural resources at current levels without negative consequences?	All (%)	Men (%)	Women (%)	Parents (%)
Yes	14	16	13	17
No	74	76	72	70
Don't know	12	8	15	13

The "buy now pay later attitude" causes many of us to consume more than we need.	All (%)	Men (%)	Women (%)	Parents (%)
Strongly agree	74	68	80	78
Somewhat agree	18	22	15	13
Somewhat disagree	4	6	3	3
Strongly disagree	2	3	1	2
Don't know	2	2	2	4

Buying and consuming is the American way and there's nothing wrong with that.	All (%)	Men (%)	Women (%)	Parents (%)
Strongly agree	11	14	8	10
Somewhat agree	29	29	29	28
Somewhat disagree	37	38	37	35
Strongly disagree	21	18	24	25
Don't know	1	1	2	2

Today's youth are too focused on buying and consuming things.	All (%)	Men (%)	Women (%)	Parents (%)
Strongly agree	73	72	73	70
Somewhat agree	22	25	20	25
Somewhat disagree	3	2	4	3
Strongly disagree	1	1	2	1
Don't know	0	0	1	1

Most of us buy and consume far more than we need; it's wasteful.	All (%)	Men (%)	Women (%)	Parents (%)
Strongly agree	64	60	67	64
Somewhat agree	27	30	24	23
Somewhat disagree	6	6	6	6
Strongly disagree	3	3	2	4
Don't know	1	1	2	2

Material wealth is part of what makes this country great.	All (%)	Men (%)	Women (%)	Parents (%)
Strongly agree	11	15	8	7
Somewhat agree	29	33	25	26
Somewhat disagree	33	31	34	33
Strongly disagree	25	19	31	32
Don't know	2	3	2	2

12. LIKELIHOOD FOR CHANGE: AMERICAN CONSUMPTION

Since 9/11, have you made a conscious decision to consume or buy less?	All (%)	Men (%)	Women (%)	Parents (%)
Yes	40	36	44	41
No	51	57	45	52
Don't know	9	7	11	8

How likely would you be to spend a little more for clothes that are produced by companies that pay overseas workers a living wage?	All (%)	Men (%)	Women (%)	Parents (%)
Very likely	11	11	11	10
Somewhat likely	33	38	29	32
Not very likely	22	20	23	20
Not at all likely	21	21	21	23
Don't know	13	11	15	15

How likely would you be to spend a little more for products that are safe for the environment?	All (%)	Men (%)	Women (%)	Parents (%)
Very likely	37	34	39	35
Somewhat likely	48	49	48	49
Not very likely	9	10	8	9
Not at all likely	3	5	2	3
Don't know	3	3	4	3

In your opinion should there be more limits on advertising to children?	All (%)	Men (%)	Women (%)	Parents (%)
Yes	79	74	84	85
No	13	19	8	10
Don't know	7	7	7	5

Do you think our current consumer culture makes it harder to instill positive values in our children?	All (%)	Men (%)	Women (%)	Parents (%)
Yes	87	85	89	87
No	10	12	8	10
Don't know	3	3	3	3

13. AGREE STATEMENTS: ATTITUDES ABOUT ROLE IN THE ENVIRONMENT

The way we live produces too much waste.	All (%)	Men (%)	Women (%)	Parents (%)
Strongly agree	54	50	59	49
Somewhat agree	37	38	36	44
Somewhat disagree	6	10	2	4
Strongly disagree	1	2	1	2
Don't know	1	1	2	2

We focus too much on getting what we want now and not enough on the needs of future generations.	All (%)	Men (%)	Women (%)	Parents (%)
Strongly agree	50	44	57	50
Somewhat agree	36	39	34	41
Somewhat disagree	8	8	8	6
Strongly disagree	4	6	1	3
Don't know	2	3	1	0

The way we live consumes too many resources.	All (%)	Men (%)	Women (%)	Parents (%)
Strongly agree	45	44	47	43
Somewhat agree	38	35	41	44
Somewhat disagree	10	14	7	7
Strongly disagree	3	6	1	4
Don't know	2	1	4	2

The world's population is growing too fast.	All (%)	Men (%)	Women (%)	Parents (%)
Strongly agree	40	38	41	41
Somewhat agree	39	44	34	36
Somewhat disagree	14	12	15	16
Strongly disagree	3	3	2	3
Don't know	5	3	7	4

We should be more focused on recycling, conserving energy and water and buying goods that are not over packaged in order to protect the environment	All (%)	Men (%)	Women (%)	Parents (%)
Strongly agree	55	55	54	48
Somewhat agree	32	30	34	39
Somewhat disagree	7	7	6	7
Strongly disagree	4	6	2	4
Don't know	2	1	3	1

Protecting the environment will require most of us to make major changes in the way we live.	All (%)	Men (%)	Women (%)	Parents (%)
Strongly agree	40	35	45	39
Somewhat agree	41	40	42	46
Somewhat disagree	12	15	8	11
Strongly disagree	5	7	3	3
Don't know	2	3	2	2

My own buying habits have a negative effect on the environment.	All (%)	Men (%)	Women (%)	Parents (%)
Strongly agree	4	4	4	6
Somewhat agree	29	30	28	33
Somewhat disagree	37	35	39	39
Strongly disagree	22	22	21	16
Don't know	8	9	8	7

Americans are responsible for many of the world's environmental problems because we consume more resources and produce more waste compared to other countries.	All (%)	Men (%)	Women (%)	Parents (%)
Strongly agree	30	26	34	28
Somewhat agree	34	34	34	34
Somewhat disagree	17	17	16	22
Strongly disagree	13	19	7	9
Don't know	6	4	9	8

Americans consume a lot of resources and produce a lot of waste because there's so many of us.	All (%)	Men (%)	Women (%)	Parents (%)
Strongly agree	20	17	23	24
Somewhat agree	37	35	38	43
Somewhat disagree	25	28	21	16
Strongly disagree	14	17	12	12
Don't know	4	3	5	5

Per person, we consume and pollute about the same as everyone else.	All (%)	Men (%)	Women (%)	Parents (%)
Strongly agree	9	8	10	8
Somewhat agree	23	20	25	25
Somewhat disagree	31	33	29	34
Strongly disagree	26	30	22	21
Don't know	12	9	14	12

14. EFFECTIVENESS OF ACTIONS TO IMPROVE THE ENVIRONMENT

If we recycled more bottles, cans and paper we use.	All (%)	Men (%)	Women (%)	Parents (%)
Big difference	53	52	55	54
Some difference	39	41	38	38
No difference	7	6	7	8
Don't know	1	1	1	1

If we taught our children to be less materialistic.	All (%)	Men (%)	Women (%)	Parents (%)
Big difference	59	56	63	61
Some difference	32	34	30	32
No difference	7	8	6	6
Don't know	1	2	1	1

If we passed and enforced tougher anti-pollution laws on industry.	All (%)	Men (%)	Women (%)	Parents (%)
Big difference	54	50	57	56
Some difference	35	36	34	33
No difference	9	12	6	10
Don't know	2	2	3	2

If companies reduced the amount of packaging on their products.	All (%)	Men (%)	Women (%)	Parents (%)
Big difference	47	44	50	53
Some difference	43	45	40	38
No difference	7	7	7	7
Don't know	3	4	2	2

If we all reduced the amount of stuff we consumed.	All (%)	Men (%)	Women (%)	Parents (%)
Big difference	46	45	47	48
Some difference	43	44	43	39
No difference	7	8	7	9
Don't know	3	3	4	5

If we invested in cleaner and more efficient fuels and technology.	All (%)	Men (%)	Women (%)	Parents (%)
Big difference	69	73	64	64
Some difference	27	23	31	28
No difference	4	4	3	7
Don't know	1	0	1	1

In the past year, have you purchased products that cost more because they protect the environment?	All (%)	Men (%)	Women (%)	Parents (%)
Yes	41	38	44	48
No	32	38	26	29
Don't know	27	24	30	22

15. READINESS FOR ACTIONS TO REDUCE CONSUMPTION AND MATERIALISM

Use our possessions longer instead of buying new things.	All (%)	Men (%)	Women (%)	Parents (%)
That's a good idea, and I'm ready to do my part	77	75	80	82
That's a good idea, but I'm not ready to do that	15	16	14	13
That's not a good idea	5	6	4	3
Don't know	3	3	3	2

Spend more time working with our neighbors on community service projects and less time on shopping.	All (%)	Men (%)	Women (%)	Parents (%)
That's a good idea, and I'm ready to do my part	58	53	62	62
That's a good idea, but I'm not ready to do that	28	31	25	26
That's not a good idea	8	10	7	8
Don't know	5	5	6	4

Spend less money so we can save more.	All (%)	Men (%)	Women (%)	Parents (%)
That's a good idea, and I'm ready to do my part	67	65	69	69
That's a good idea, but I'm not ready to do that	21	24	18	23
That's not a good idea	8	8	8	5
Don't know	4	3	5	4

Watch less TV than we do now.	All (%)	Men (%)	Women (%)	Parents (%)
That's a good idea, and I'm ready to do my part	52	48	55	60
That's a good idea, but I'm not ready to do that	29	29	30	24
That's not a good idea	11	15	8	11
Don't know	7	8	7	5

Spend less on toys for your children or grandchildren so you can spend more time with them.	All (%)	Men (%)	Women (%)	Parents (%)
That's a good idea, and I'm ready to do my part	73	71	74	73
That's a good idea, but I'm not ready to do that	10	9	10	10
That's not a good idea	9	11	8	11
Don't know	9	8	9	6

Drive our cars less than we do now.	All (%)	Men (%)	Women (%)	Parents (%)
That's a good idea, and I'm ready to do my part	45	44	45	47
That's a good idea, but I'm not ready to do that	34	33	35	31
That's not a good idea	16	18	14	16
Don't know	5	5	6	6

Pay all off credit card balances each month and reduce my debt	All (%)	Men (%)	Women (%)	Parents (%)
That's a good idea, and I'm ready to do my part	73	71	74	73
That's a good idea, but I'm not ready to do that	18	18	19	20
That's not a good idea	4	5	2	2
Don't know	5	5	5	5

Work fewer hours and spend less money.	All (%)	Men (%)	Women (%)	Parents (%)
That's a good idea, and I'm ready to do my part	42	33	49	48
That's a good idea, but I'm not ready to do that	24	23	25	24
That's not a good idea	28	39	19	23
Don't know	6	5	7	5

16. INCOME VERSUS FREE TIME

If you were granted one wish that would change your job, which one of the following would you choose?	All (%)	Men (%)	Women (%)	Parents (%)
I would have a job where I make more money	46	42	49	46
I would have a more impressive or high-profile job	6	8	4	5
I would have a job that gave me more time to spend with my family and friends	36	37	35	38
Don't know	12	13	11	11

I would be willing to give up one day's pay per week in exchange for one day off per week to spend more time with family and friends?	All (%)	Men (%)	Women (%)	Parents (%)
Strongly agree	23	19	27	28
Somewhat agree	30	26	34	32
Somewhat disagree	21	23	18	18
Strongly disagree	19	25	14	17
Don't know	7	7	8	6

I would rather have more time off work than get a raise.	All (%)	Men (%)	Women (%)	Parents (%)
Strongly agree	12	8	15	13
Somewhat agree	28	32	25	33
Somewhat disagree	26	24	27	23
Strongly disagree	28	32	24	26
Don't know	6	4	8	5

How much less in salary or pay, in terms of percentage, would you accept in order to have more free time? Would you say .	All (%)	Men (%)	Women (%)	Parents (%)
0%	30	33	26	27
1%-5%	30	30	31	33
6%-10%	19	21	18	22
11%-15%	3	1	4	2
16%-20%	1	2	1	2
More than 20%	3	3	2	2
Don't know	14	9	18	12

Considering the number of hours you work, please tell me which of the following statements best describes your own view.	All (%)	Men (%)	Women (%)	Parents (%)
I would prefer to work fewer hours, even if I made less money	20	16	22	24
I would prefer to keep the same number of hours and make the same amount of money	38	37	38	38
I would prefer to work more hours and make more money	26	31	22	22
Don't know	17	16	18	16

In the last five years, have you voluntarily made changes in your life which resulted in making less money?	All (%)	Men (%)	Women (%)	Parents (%)
Yes	48	43	53	54
No	48	55	43	43
Don't know	3	3	4	3

Which one of the following best describes the lifestyle change you made?	All (%)	Men (%)	Women (%)	Parents (%)
Quit working outside the home	33	26	38	38
Changed to a lower paying job	28	34	23	26
Reduced work hours	26	25	26	26
Reduced the number of jobs you hold	16	23	11	17
Moved	16	11	20	23
None of them	10	9	10	4

Please tell which reasons were an important motivation for you.	All (%)	Men (%)	Women (%)	Parents (%)
Wanted a less stressful life	47	48	47	50
Wanted a more balanced life	36	38	35	45
Wanted more time	33	38	29	34
Wanted more meaning or satisfying work	30	36	26	30
Wanted to spend more time caring for my children	27	14	36	56
To take care of family business or other matters	16	15	18	17
Wanted a less materialistic lifestyle	13	18	10	13
To care for a relative or friend	12	18	9	9

Which one of the following statements best describes how you feel about the decision you made to change your lifestyle?	All (%)	Men (%)	Women (%)	Parents (%)
I'm happy about the change and I don't miss the extra income much	23	31	18	26
I'm happy about the change, but I miss the extra income	37	42	34	37
Losing the income was a real hardship, but I'm still happy about the change	23	12	30	24
I'm unhappy about the change	10	10	10	9
None of them	5	3	6	2

17. DEPENDENCE ON OIL AND SECURITY

Do you think that our dependence on oil leads to conflicts and wars with other countries?	All (%)	Men (%)	Women (%)	Parents (%)
Yes	71	71	70	66
No	20	23	17	24
Don't know	9	5	13	10

In your opinion, which one of the following is the most effective way to deal with our dependence on oil?	All (%)	Men (%)	Women (%)	Parents (%)
Maintain or increase our military presence in the Middle East and other strategic regions	8	11	5	12
Conserve energy by using less and developing new energy efficient technologies.	83	84	82	76
Don't know	9	5	13	11

Do you think the US would be more secure if we worked with other nations to provide more material help and aid to poor countries?	All (%)	Men (%)	Women (%)	Parents (%)
Yes	40	48	34	33
No	43	41	44	49
Don't know	17	12	21	18