

J W T

AMERICAN DREAM IN THE BALANCE

A JWT SURVEY OCTOBER 2008

As a throwaway line, “the American Dream” passes with a nod and barely a second thought. You can say “He’s living the American Dream” or “She’s pursuing the American Dream,” and few people will want to know just what you mean. Since 1776, people in the United States and far beyond have inferred for themselves what’s meant by the American Dream; the founding fathers, the pioneering settlers, the Statue of Liberty, the Wild West, Gatsby, Silicon Valley and Wall Street are just some of the cultural references that come to mind.

The fact is, there is no single version of the American Dream. Rather, there are infinite permutations that draw on many threads: freedom, democracy, self-determination, self-reliance, education, talent, hard work, enterprise, escape from the past, belief in the future, family values, meritocracy, second chances and, above all, possibility.

This tumultuous period—with the headlines dominated by a presidential election season, turmoil on Wall Street and an impending global recession—is an ideal time to explore the many components of the American Dream and the myriad ways in which different groups understand it and live it. Most likely, Latino teens in Chicago will see it differently from WASP retirees in Sun City, mega-church regulars in Texas or West Coast techno-geeks.

With that goal, we conducted a random online survey of more than 2,000 Americans age 18 and older in mid-September 2008. The objectives of our survey were:

- To explore what the American Dream means today, how that definition has changed over the past decade(s) and how it has remained the same.
- To highlight the differences and commonalities between what the American Dream means among various groups, segmented by income, generation, political affiliation, etc.
- To uncover what Americans today consider needs versus wants versus “deserves.”
- To explore the effects of globalization, the economic climate and the current administration on perspectives of the American Dream; to explore whether people believe the next administration will change that.
- To determine what all of the above means for marketers and how they can use this knowledge to better tap into or address Americans’ underlying desires and motivations.

We hope that you find our findings both interesting and informative.



Ann M. Mack

Director of Trendspotting

I. SCREENING:

1. Please indicate your gender.

Male Female

----- (** SCREEN BREAK **) -----

2. In what year were you born? (Select one)

(**DROP DOWN BOX OF 1918-2008**)

(**IF "1991 OR MORE RECENT," TERMINATE - DOES NOT COUNT TOWARDS QUOTA. OTHERWISE, CONTINUE**)

----- (**SCREEN BREAK**) -----

3. Which of the following best describes your primary political affiliation? (Select one)

Republican Other
 Democrat None of these
 Independent

----- (**SCREEN BREAK**) -----

4. How would you describe your political beliefs overall? Using the scale below, please indicate whether your political beliefs tend to be more conservative or more liberal. Click closer to the right the more conservative your beliefs are, closer to the left the more liberal your beliefs are. (Select one)

Liberal Conservative

○ ○ ○ ○ ○

----- (**SCREEN BREAK**) -----

II. FAMILY HISTORY:

The following questions are about where you were born, your nationality, and that of your family. These responses are for research purchases only and are kept confidential—they are never shared with anyone else, and are never looked at individually—only combined with those of all the others answering this survey.

5. Where were you born? (Select one)

Inside the United States (**SKIP TO Q.8**)

Outside the United States (**CONTINUE**)

----- (**SCREEN BREAK**) -----

6. In what year did you come to the United States? (Select one)

(**DROP DOWN BOX OF 1918-2008**)

----- (**SCREEN BREAK**) -----

7. Are you currently a citizen of the United States? (Select one)

Yes

No

----- (**SCREEN BREAK**) -----

8. Were either of your parents American citizens when you were born? (Select one)

My mother was an American citizen when I was born, my father wasn't

My father was an American citizen when I was born, my mother wasn't

Both of my parents were American citizens when I was born

Neither of my parents were American citizens when I was born

I don't know

----- (**SCREEN BREAK**) -----

9. Where were your parents born? (Select one)

- My mother was born inside the United States, my father was born outside the United States
- My father was born inside the United States, my mother was born outside the United States
- Both of my parents were born inside the United States
- Both of my parents were born outside the United States
- I don't know

(**SCREEN BREAK**)

(**ASK Q.10 ONLY IF "MY MOTHER WAS BORN INSIDE THE UNITED STATES, MY FATHER WAS BORN OUTSIDE THE UNITED STATES" OR "BOTH OF MY PARENTS WERE BORN OUTSIDE THE UNITED STATES." OTHERWISE, SKIP TO INSTRUCTION BEFORE Q.11**)

10. When did your father, if he has, immigrate to the United States? (Select one)

- | | |
|---|---------------------------------------|
| <input type="checkbox"/> My father does not live in the United States | <input type="checkbox"/> In the 1950s |
| <input type="checkbox"/> In the 2000s | <input type="checkbox"/> In the 1940s |
| <input type="checkbox"/> In the 1990s | <input type="checkbox"/> In the 1930s |
| <input type="checkbox"/> In the 1980s | <input type="checkbox"/> In the 1920s |
| <input type="checkbox"/> In the 1970s | <input type="checkbox"/> Before 1920 |
| <input type="checkbox"/> In the 1960s | <input type="checkbox"/> I don't know |

(**SCREEN BREAK**)

(**ASK Q.11 ONLY IF "MY FATHER WAS BORN INSIDE THE UNITED STATES, MY MOTHER WAS BORN OUTSIDE THE UNITED STATES" OR "BOTH OF MY PARENTS WERE BORN OUTSIDE THE UNITED STATES." OTHERWISE, SKIP TO Q.12**)

11. When did your mother, if she has, immigrate to the United States? (Select one)

- | | |
|---|---------------------------------------|
| <input type="checkbox"/> My mother does not live in the United States | <input type="checkbox"/> In the 1950s |
| <input type="checkbox"/> In the 2000s | <input type="checkbox"/> In the 1940s |
| <input type="checkbox"/> In the 1990s | <input type="checkbox"/> In the 1930s |
| <input type="checkbox"/> In the 1980s | <input type="checkbox"/> In the 1920s |
| <input type="checkbox"/> In the 1970s | <input type="checkbox"/> Before 1920 |
| <input type="checkbox"/> In the 1960s | <input type="checkbox"/> I don't know |

(**SCREEN BREAK**)

12. Where were your grandparents born? (Select one)

- One of my grandparents was born inside the United States, one was born outside the United States
- Both of my grandparents were born inside the United States
- Both of my grandparents were born outside the United States
- I don't know

(**SCREEN BREAK**)

III. AMERICAN DREAM TODAY:

13. Overall, how satisfied are you with the way things are going in America today? (Select one)

- Very satisfied

 Neither satisfied nor dissatisfied
 Somewhat satisfied

 Somewhat dissatisfied
 Very dissatisfied

----- (**SCREEN BREAK**) -----

14. And overall, how satisfied are you with the way things are going in your personal life today? (Select one)

- Very satisfied

 Neither satisfied nor dissatisfied
 Somewhat satisfied

 Somewhat dissatisfied
 Very dissatisfied

----- (**SCREEN BREAK**) -----

15. Have you ever heard the phrase, “the American Dream”? (Select one)

- Yes (**CONTINUE**)

 No (**SKIP TO Q.41**)

----- (**SCREEN BREAK**) -----

16. What does the phrase, “the American Dream” mean to you?

(Type in below—please be as specific as possible)

----- (**SCREEN BREAK**) -----

17. Do you personally believe in the American Dream? (Select one)

- Yes

 No

----- (**NO SCREEN BREAK**) -----

18. Why do you say that? (Type in below—please be as specific as possible)

----- (**SCREEN BREAK**) -----

IV. GENERAL PERCEPTIONS OF THE AMERICAN DREAM:

19. Listed below are a number of things people have told us about the American Dream. For each one, please tell us how much you, personally, agree or disagree. There are no right or wrong answers—we’re only interested in what you think. (Select one across for each)

Scale:	Agree Strongly	Agree Somewhat	Neither Agree nor Disagree	Disagree Somewhat	Disagree Strongly
Statements: (**RANDOMIZE**)					
The idea of the American Dream is kind of old-fashioned.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The U.S. is a place where anyone can achieve fame and fortune.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think the American Dream is dead.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
America is more concerned about helping other countries achieve their version of the American Dream than helping its own citizens achieve their dreams.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The American Dream is misused by large corporations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I don't think my generation believes in the American Dream.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Living in the suburbs is part of the American Dream.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Immigrants had a better chance of fulfilling the American Dream 100 years ago than they do today.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The American Dream is misused by politicians.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am better off than my parents were at my age.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I think I'd have a better chance of living the American Dream in another country.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I have personally lived the American Dream.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(**SCREEN BREAK**)

20. And how much do you agree or disagree with each of these? (Select one across for each)

Scale:	Agree Strongly	Agree Somewhat	Neither Agree nor Disagree	Disagree Somewhat	Disagree Strongly
Statements: (**RANDOMIZE**)					
I think the American Dream is alive and well.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
America gives immigrants a real opportunity to live the American Dream.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Living in a small town is part of the American Dream.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More and more, the American Dream is becoming unattainable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The American Dream is misused by the media.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The next president needs to breathe new life into the American Dream.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The American Dream is part of what makes this country so dynamic.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The federal government is doing all it can to help everyday Americans prosper.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Living in a big city is part of the American Dream.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The American Dream was invented by advertisers to sell products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The American Dream is an important part of my family history.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
People around the world aspire to come to America to achieve their dreams as much as they ever did.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I feel like the American Dream has passed me by—I missed out on the boom years.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(**SCREEN BREAK**)

21. In general, would you say that the American Dream is... (Select one)

Pretty much the same as it was in the past

Different than what it used to be

(**SCREEN BREAK**)

22. Please indicate whether achieving the American Dream was easier, harder, or the same as it is today. (Select one across for each)

Scale:

In these Years, Achieving the American Dream was:

	Easier than Today	Harder than Today	The Same as Today
Decades: (**DO NOT RANDOMIZE**)			
1920s	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1930s	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1940s	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1950s	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1960s	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1970s	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1980s	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
1990s	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(**SCREEN BREAK**)

23. Some people have suggested that the American Dream is different today than it was in the past. For each phrase below, please indicate whether you think that phrase better fits what the American Dream meant in the past or what it means today. (Select one across for each)

Scale:	Better Fits with what the American Dream Means Today	Better Fits with what the American Dream Meant in the Past	Doesn't Really Fit Either	Fits Both
Phrases: (**RANDOMIZE**)				
Entitlement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bravery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pride	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Equality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fame	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consumption	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
With hard work, anyone can succeed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Determination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hope	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Perseverance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Optimism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Success based on merit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Middle-class values	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(**SCREEN BREAK**)

(**ASK Q.24 ONLY IF “DIFFERENT THAN WHAT IT USED TO BE” IN Q.21. OTHERWISE, SKIP TO Q.25**)

24. Why do you think the American Dream has changed?

(Type in below—please be as specific as possible)

(**SCREEN BREAK**)

25. The American Dream means different things to different people. Thinking only about what it means to you, please tell us how big a part each of the following are to what you think the American Dream is. (Select one across for each)

Scale:	This is a Very Big Part	This is a Somewhat Big Part	This is Not a Very Big Part	This isn't a Part At All
Phrases: (**RANDOMIZE**)				
A better life for my children	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A college education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A comfortable lifestyle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A second chance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to easy credit/loans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Becoming famous	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Becoming wealthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being able to afford and/or acquire luxury goods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being able to get ahead based on merit alone	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being able to invest money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being able to save money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Being my own boss	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Equal opportunity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial security	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(**SCREEN BREAK**)

26. And how big a part are each of the following to what you think the American Dream is?

(Select one across for each)

Scale:	This is a Very Big Part	This is a Somewhat Big Part	This is Not a Very Big Part	This isn't a Part At All
Phrases: (**RANDOMIZE**)				
Finding happiness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finding spiritual fulfillment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Freedom to be able to go anywhere you want	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fulfilling my potential	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Having enough to give to charity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Home ownership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Freedom of speech	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Making it to the top	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Personal independence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Freedom from fear of oppression	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social recognition and status	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Success on my own terms	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(**SCREEN BREAK**)

27. Which of the following, if any, do you feel most get in the way of people achieving the American Dream? (Select as many that apply)

(**RANDOMIZE LIST, ANCHOR "NONE OF THESE" AT THE BOTTOM**)

- Their race
- Their gender
- Their religion
- Their economic background
- Their citizenship status
- Their appearance/beauty
- Insufficient education
- Insufficient job skills
- Lack of determination
- Lack of self-confidence
- Lack of self-discipline
- Laziness
- Personal debt
- None of these

(**SCREEN BREAK**)

28. And which of these, if any, do you feel most get in the way of people achieving the American Dream? (Select as many that apply)

(**RANDOMIZE LIST, ANCHOR "NONE OF THESE" AT THE BOTTOM**)

- Housing slump
- War in Iraq
- Current credit and lending practices
- Federal government policies
- Unemployment
- Rising price of energy
- Rising price of everyday goods
- Outsourcing of factory work
- Growing power of China
- Growing power of India
- Recent immigrants in the job market
- Health care costs
- The education system
- Globalization/foreign trade
- Affirmative action
- None of these

(**SCREEN BREAK**)

29. And how much do you think each of the following contribute to someone's ability to achieve the American Dream? (Select one across for each)

Scale:	Contributes Strongly	Contributes Somewhat	Does Not Contribute Very Much	Does Not Contribute At All
Qualities: (**RANDOMIZE**)				
Self-belief	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aggressiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hope/optimism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entrepreneurial spirit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Honesty	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Determination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Relentlessness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intelligence	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hard work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Risk-taking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sticking to principles	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Religious faith	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Discipline	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Imagination	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(**SCREEN BREAK**)

30. Thinking about today, which of the following countries would you consider to be “lands of opportunity”? (Select as many that apply)

(**RANDOMIZE LIST**)

- | | |
|---|---|
| <input type="checkbox"/> United States | <input type="checkbox"/> Russia |
| <input type="checkbox"/> Canada | <input type="checkbox"/> United Kingdom/Britain |
| <input type="checkbox"/> Brazil | <input type="checkbox"/> France |
| <input type="checkbox"/> Mexico | <input type="checkbox"/> Japan |
| <input type="checkbox"/> China | <input type="checkbox"/> Germany |
| <input type="checkbox"/> India | <input type="checkbox"/> United Arab Emirates |
| <input type="checkbox"/> Other (Please specify) | |

----- (**SCREEN BREAK**) -----

31. Do you think any of these countries have their own version of the American Dream, or not?

(Select one across for each)

Scale:

- Yes, They Have Their Own Version of the American Dream
- No, I Don't Think They Have Their Own Version of the American Dream

(**PIPE IN ANSWERS FROM Q.30**)

----- (**SCREEN BREAK**) -----

V. POLITICS AND THE AMERICAN DREAM:

32. Do you think the current government administration has made it easier or harder for each of the following groups of people to achieve the American Dream? (Select one across for each)

Scale:	They Have Made It Easier	They Have Made It Harder	They Haven't Had an Impact
Groups: (**RANDOMIZE LIST**)			
You and your family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Middle-class people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Middle Eastern Americans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Young people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
African Americans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hispanic Americans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Older people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Americans of European Ancestry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wealthy people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Asian Americans	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Poorer people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

(**SCREEN BREAK**)

33. And who do you think will do a better job for each of the following groups in helping them achieve their American Dream? (Select one across for each)

Scale:	John McCain/ Sarah Palin	Barack Obama/ Joe Biden
Groups: (**RANDOMIZE LIST**)		
You and your family	<input type="radio"/>	<input type="radio"/>
People who have immigrated to the U.S. from the Middle East	<input type="radio"/>	<input type="radio"/>
Young people	<input type="radio"/>	<input type="radio"/>
Middle-class people	<input type="radio"/>	<input type="radio"/>
People who have immigrated to the U.S. who are Hispanic	<input type="radio"/>	<input type="radio"/>
Older people	<input type="radio"/>	<input type="radio"/>
People who have immigrated to the U.S. from Europe	<input type="radio"/>	<input type="radio"/>
Wealthy people	<input type="radio"/>	<input type="radio"/>
People who have immigrated to the U.S. from Asia	<input type="radio"/>	<input type="radio"/>
Poorer people	<input type="radio"/>	<input type="radio"/>

(**SCREEN BREAK**)

34. And whose life would you say is more of an American Dream story? (Select one)

John McCain

Barack Obama

(**NO SCREEN BREAK**)

35. Why do you say that? (Type in answer below—please be as specific as possible)

(**SCREEN BREAK**)

36. Listed below are some well known companies. Thinking about the stories of these companies—where they started and where they are today—which ONE would you say has a story that is most like your definition of “the American Dream”? (Select one)

Ford

Kia

Toyota

Volvo

----- (**NO SCREEN BREAK**) -----

37. And what about these companies—which ONE would you say has a story that is most like your definition of “the American Dream”? (Select one)

United Airlines

jetBlue Airways

Delta Airlines

----- (**NO SCREEN BREAK**) -----

38. And what about these? (Select one)

Microsoft

Nokia

Google

Sony

----- (**NO SCREEN BREAK**) -----

39. And what about these? (Select one)

Wal-Mart

Sears

Macy's

The Gap

----- (**NO SCREEN BREAK**) -----

40. And lastly, these? (Select one)

Smirnoff

Jack Daniels

Absolut

Johnnie Walker

----- (**SCREEN BREAK**) -----

VI. DEMOS:

41. Which of the following best describes the highest level of education you have attained?

(Select one)

- | | |
|---|---|
| <input type="checkbox"/> Some high school | <input type="checkbox"/> College graduate |
| <input type="checkbox"/> High school graduate | <input type="checkbox"/> Some post graduate studies |
| <input type="checkbox"/> Some college | <input type="checkbox"/> Post graduate degree |

----- (**SCREEN BREAK**) -----

42. And which of the following best describes your household's total annual income before taxes?

(Select one)

- | | |
|--|--|
| <input type="checkbox"/> Under \$10,000 | <input type="checkbox"/> \$60,000-\$69,999 |
| <input type="checkbox"/> \$10,000-\$14,999 | <input type="checkbox"/> \$70,000-\$79,999 |
| <input type="checkbox"/> \$15,000-\$19,999 | <input type="checkbox"/> \$80,000-\$89,999 |
| <input type="checkbox"/> \$20,000-\$29,999 | <input type="checkbox"/> \$90,000-\$99,999 |
| <input type="checkbox"/> \$30,000-\$39,999 | <input type="checkbox"/> \$100,000-\$124,999 |
| <input type="checkbox"/> \$40,000-\$49,999 | <input type="checkbox"/> \$125,000-\$149,999 |
| <input type="checkbox"/> \$50,000-\$59,999 | <input type="checkbox"/> \$150,000 and over |

----- (**SCREEN BREAK**) -----

(**THANK RESPONDENT AND TERMINATE **)