

**The Rockefeller Foundation/Time
Campaign for
American Workers Survey:**

Executive Summary

July 17, 2008

Survey Methodology

Objectives:

Survey of Americans designed to understand attitudes and perceptions towards the economy, the state of the American Dream and social contract, as well as the role of government in helping Americans

Methodology:

Survey written and analyzed by Penn, Schoen and Berland Associates. SRBI, Inc. conducted phone survey using RDD

Date:

Conducted – Jun 19 – 29, 2008

Tracking data from Yankelovich, Inc Survey conducted - Feb 6-19, 2007

Audience	Sample Size (N =)	Margin of Error at 95% Confidence Level
All	2008	+/- 2.19%
African Americans (African Ams)	502	+/- 4.37%
Hispanics	502	+/- 4.37%
<\$20,000	325	+/- 5.44%
\$20,000 - \$35,000	332	+/- 5.38%
\$35,000 - \$50,000	290	+/- 5.75%
\$50,000 - \$100,000	492	+/- 4.42%
\$100K	263	+/- 6.04%
Silent Generation (65+ yrs old)	398	+/- 4.91%
Baby Boomers (40-64 yrs old)	957	+/- 3.17%
Generation X (30-39 yrs old)	289	+/- 5.74%
Generation Y (18-29 yrs old)	194	+/- 7.04%

Note: Sample is balanced to reflect US population

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II.. Executive Summary: Key Findings

A. Social Contract Disintegrating



- The social contract of the 20th century, an agreement between the government, employers and society that affords Americans with basic necessities of the American Dream appears to be unraveling
 - 8 in 10 Americans (78%) agree the social contract has been broken and should be rewritten
 - And only half (52%) believe the American Dream is attainable if they work hard and play by the rules
 - As a result, many (78%) say they are facing greater financial risk today than in the past

A. Social Contract Disintegrating

- **With worsening economy, Americans are receiving less help from traditional sources**

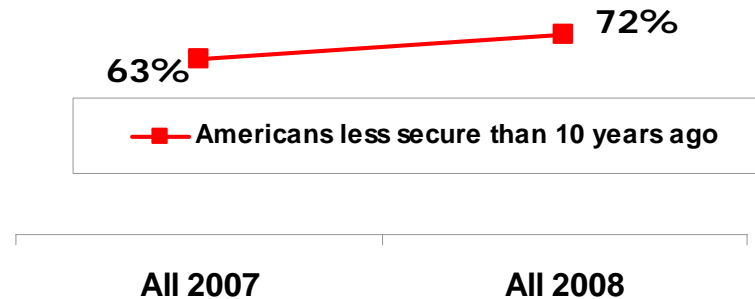


- The economy has worsened - 85% of Americans now believe the economy is going down the wrong track
- But Americans say they are becoming less reliant on organizations they traditionally sought assistance from
 - Only 24% say Congress and 21% say the President are being of help in ensuring their economic security
 - And 62% say the President and 55% say Congress are hindering them from achieving economic security
 - Americans also feel special interests in Washington (65%), and especially oil companies (81%), are hurting their economic security

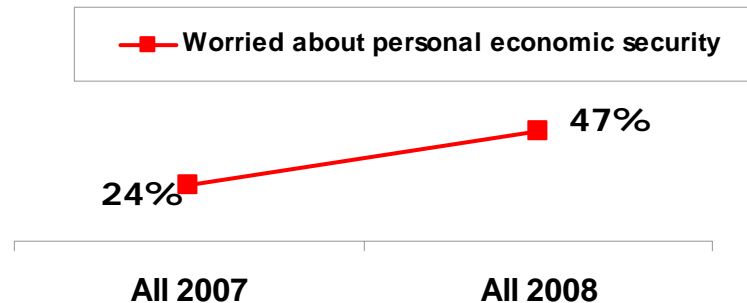
B. American Dream Slipping From Reach

- **Pessimism deepening about economic security**

- 72% say Americans are less secure now than 10 years ago - an increase in the last year:



- **In addition to concern about Americans overall, concern about personal economic security has doubled in the last year:**



B. American Dream Slipping From Reach

- **Pessimism deepening about economic security (cont'd)**

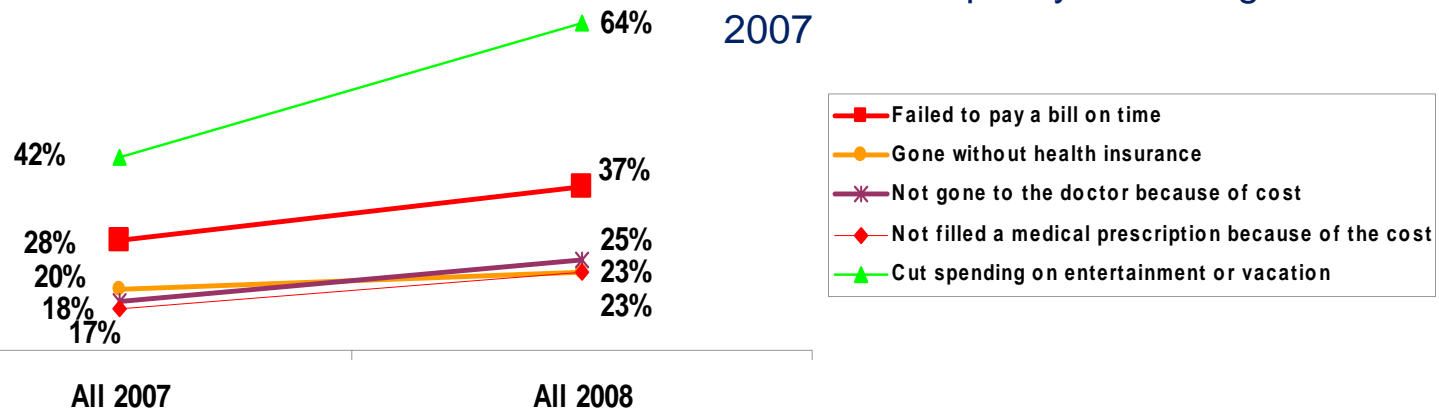


- Four in five Americans (80%) feel they are relying primarily on themselves or their family for financial support
- Nearly 7 in 10 (66%) are not saving enough for retirement compared to 6 in 10 (58%) just a year ago
- The middle class has the biggest increases in those who say they aren't saving enough (65% last year to 79% this year among those who make \$35,000 to \$50,000)
 - Those under \$35,000 were already at high levels in 2007 – 75% felt they were not saving enough – and these high levels have continued (74% say they aren't saving enough in 2008)

B. American Dream Slipping From Reach



- Economic issues seem to have caused Americans to take action:
 - Nearly 2 in 3 (64%) cut vacation or entertainment expenses in 2008 compared to only 2 in 5 (42%) who did the same in 2007
 - But no longer just cutting extras like vacations and entertainment, Americans are forgoing health care basics - insurance, doctor visits and medicine
 - And even with these cuts, over one-third of Americans still say they have failed to pay a bill on time over the past year – a significant increase from 2007



C. Generation Y

- **Generation-Yers may become another Depression-Era generation**



- America's best days may have come and gone – 49% of 18-29 year olds say America was a better place to live in the 1990s
- 46% say America is **a lot less** financially secure today than 10 years ago (79% a lot less + somewhat less)
- And more than half (56%) are worried about their own personal economic security

C. Generation Y

- **Younger generations are most likely to have failed to pay a bill or gone without healthcare because of the cost in the past year**

	Silent Gen	Baby Boom	Gen X	Gen Y
Personal Economic Security Worry	32%	49%	47%	56%
Failed to pay bill on time in last year	16%	34%	45%	62%
Borrowing Money from friend in past year	7%	17%	22%	58%
Not gone to doctor because of cost in last year	8%	28%	24%	38%
Gone without health insurance in past year	8%	20%	24%	50%
Not filled a medical prescription because of cost in past year	12%	24%	22%	34%

D. Calling for New Solutions

• Government assistance & more programs needed



- Americans want to work hard and improve their financial situations – 80% believe they are responsible for their own financial security
 - But they are also in favor of the government assisting those who are currently struggling
 - 7 in 10 are in favor of the government and employers providing basic necessities like health care, retirement programs, etc
- They are looking for policies and programs that create jobs – including public-work projects(82%), new measures to improve energy efficiency (84%), and initiatives to provide more access to quality health care (77%)
 - More than two in three Americans also favor investments that make it easier for people to work, such as more paid family leave (68%) and government funded child care (66%)

D. Calling for New Solutions

- Overall, environment initiatives remain high on the list of favored programs – such as providing incentives for using alternative sources of energy and setting higher auto fuel standards
- Gen-Yers specifically favor programs that will help create jobs and allow them to keep up with the cost of living (increasing minimum wage)

<i>% Favor (Strongly + Somewhat)</i>	All	Silent Gen	Baby Boomer	Gen X	Gen Y
Put stricter limits on the amount of pollution we put into the atmosphere	84	77	85	87	82
Provide higher tax incentives for use of alternative energy, such as solar and wind power	84	81	87	80	84
Increase the national minimum wage to keep up with the cost of living	83	77	83	81	94
Increasing government spending on things like public-works projects to help create jobs	82	77	83	82	90
Limiting rate increases on adjustable rate mortgages to keep them more affordable	78	71	80	80	78
Increasing government programs to provide health care insurance to those who can't afford it	77	77	75	81	77
Expanding unemployment benefits and providing additional weeks of benefits	67	64	70	71	58
Provide government-funded child care to all parents so they can work	66	49	64	71	85

E. Minorities Have Bleak Outlook

- **Minorities being hit hard by economic downturn**



- Nearly all African Americans (96%) and Hispanics (88%) believe the economy is on the wrong track and nearly half believe America's best days are behind her (47% African Americans, 51% Hispanics)
- Concern over personal economic security has also risen drastically for both groups – 45% of African Americans and 61% of Hispanics are now worried about their personal finances – compared to only 30% of African Americans and 31% of Hispanics last year
 - They say they are cutting back on spending, and not just on non-essentials; in order to meet expenses 29% of African Americans and 35% of Hispanics have forgone a doctor visit because of the cost in the last year
 - But 60% of African Americans and 49% of Hispanics have failed to pay a bill on time in the last year

E. Minorities Have Bleak Outlook

- **Minorities are more likely to have failed to pay a bill or gone without healthcare because of the cost in the past year**

	All	African Ams	Hispanics
Personal Economic Security Worry	47%	45%	61%
Failed to pay bill on time in last year	37%	60%	49%
Borrowing Money from friend in past year	22%	40%	36%
Not gone to doctor because of cost in last year	25%	29%	35%
Gone without health insurance in past year	23%	33%	37%
Not filled a medical prescription because of cost in past year	23%	30%	30%

E. Minorities Have Bleak Outlook

- **Minorities are in dire need of assistance...**
 - 93% of African Americans and 78% of Hispanics say the social contract is broken and 4 in 5 agree the government should help those who are struggling
 - Even more, minorities believe the government has greater responsibility than other groups
 - Only 1 in 3 think Congress is being helpful (33% African American, 31% Hispanics) and even less say the President is (9% African American, 22% Hispanic)
 - And 79% of African Americans and 61% of Hispanics say the President is hindering them from achieving economic security; 47% of African Americans and 46% of Hispanics feel the same way about Congress
 - They are looking to the federal government to empower them to achieve financial security
 - New policies and programs that increase minimum wage (9 in 10 favor) and public-works projects that create jobs (93% African Americans, 87% Hispanics) are most favored



E. Minorities Have Bleak Outlook

- Some of the top solutions include environmental solutions as well as economic security empowerment solutions like job creation and wage increases

<i>% Favor (Strongly + Somewhat)</i>	All	African Ams	Hispanics
Put stricter limits on the amount of pollution we put into the atmosphere	84	86	88
Provide higher tax incentives for use of alternative energy, such as solar and wind power	84	71	84
Increase the national minimum wage to keep up with the cost of living	83	95	90
Increasing government spending on things like public-works projects to help create jobs	82	93	87
Limiting rate increases on adjustable rate mortgages to keep them more affordable	78	87	85
Increasing government programs to provide health care insurance to those who can't afford it	77	91	90
Expanding unemployment benefits and providing additional weeks of benefits	67	87	80
Provide government-funded child care to all parents so they can work	66	85	89

Appendix: Tracking Data



Concern Over Personal Economic Security Has Doubled in One Year

- In addition to being worried about the overall state of the economy, concern related to personal economic security has **doubled** since last year
 - And more than half of Gen Yers are worried about their personal economic security

Now I'd like you to continue thinking about you and your family's economic security. Overall, how worried are you about your economic security?	All		African Americans		Hispanics	
	2007	2008	2007	2008	2007	2008
Worried (very worried + fairly worried)	24	47	30	55	31	61
Not worried (slightly worried + not worried at all)	75	54	70	44	68	39

Now I'd like you to continue thinking about you and your family's economic security. Overall, how worried are you about your economic security?	<\$20,000		\$20,000 - \$35,000		\$35,000 - \$50,000		\$50,000 - \$100,000		\$100K+	
	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008
Worried (very worried + fairly worried)	41	73	36	58	26	59	18	35	13	28
Not worried (slightly worried + not worried at all)	58	27	64	42	73	42	81	64	87	72

Concern Over Losing Job on the Rise

- Concern over losing a job over the next year or so has risen from 2007
 - Roughly one-third of Hispanics and low income Americans are now *very* and *fairly worried* about losing their job in the next year or so

How worried are you about losing your job in the next year or so – very worried, fairly worried, slightly worried or not worried at all?	All		African Americans		Hispanics	
	2007	2008	2007	2008	2007	2008
Worried (very worried + fairly worried)	14	19	19	25	29	35
Not worried (slightly worried + not worried at all)	86	80	82	74	71	65

How worried are you about losing your job in the next year or so – very worried, fairly worried, slightly worried or not worried at all?	<\$20,000		\$20,000 - \$35,000		\$35,000 - \$50,000		\$50,000 - \$100,000		\$100K+	
	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008
Worried (very worried + fairly worried)	33	27	23	34	15	28	13	14	5	5
Not worried (slightly worried + not worried at all)	67	72	78	65	84	71	87	85	95	94

Health Coverage & Pensions Are Valued More Than High Salaries

- Today, even more Americans say they would rather have a job that guarantees health coverage and a pension compared to higher salary
 - Linking back to the idea that one of the major parts of the American Dream is having health care coverage

Would you rather have...	All		African Ams		Hispanics	
	2007	2008	2007	2008	2007	2008
A job that guarantees you health coverage and a pension	65	71	68	77	60	68
A job that pays you more	22	20	20	22	26	21
Both equally	5	5	6	5	8	9
Neither	6	1	4	0	4	1
No answer/ Don't know	3	3	2	1	2	1

Would you rather have...	<\$20,000		\$20,000 - \$35,000		\$35,000 - \$50,000		\$50,000 - \$100,000		\$100K+	
	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008
A job that guarantees you health coverage and a pension	60	70	72	81	72	70	71	74	57	61
A job that pays you more	21	19	20	13	15	20	20	19	32	28
Both equally	8	8	3	3	4	7	6	4	8	6
Neither	7	1	4	0	5	1	2	1	2	2
No answer/ Don't know	3	3	2	3	3	2	1	2	4	3

Not Enough Personal Savings for Emergencies

- An even greater number of Americans now do not have sufficient savings put away to handle unexpected emergencies compared to last year – perhaps explaining why more Americans are worried about their economic security than last year
 - Younger generations, even Baby Boomers, as well as lower income levels are less likely to have sufficient

Do you have sufficient personal savings to allow you to handle a personal crisis – such as losing your job or having a major illness – without incurring a significant decline in your standard of living?	All		African Ams		Hispanics	
	2007	2008	2007	2008	2007	2008
Yes	49	44	40	37	38	32
No	48	54	57	61	59	65
No answer/ Don't know	3	3	3	1	3	2

Do you have sufficient personal savings to allow you to handle a personal crisis – such as losing your job or having a major illness – without incurring a significant decline in your standard of living?	<\$20,000		\$20,000 - \$35,000		\$35,000 - \$50,000		\$50,000 - \$100,000		\$100K+	
	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008
Yes	25	20	32	32	49	34	55	52	70	65
No	73	79	67	63	47	64	43	47	28	35
No answer/ Don't know	2	2	2	5	4	3	2	1	2	0

Although Americans are Cutting Back on Non-Essentials It Is Still Not Enough

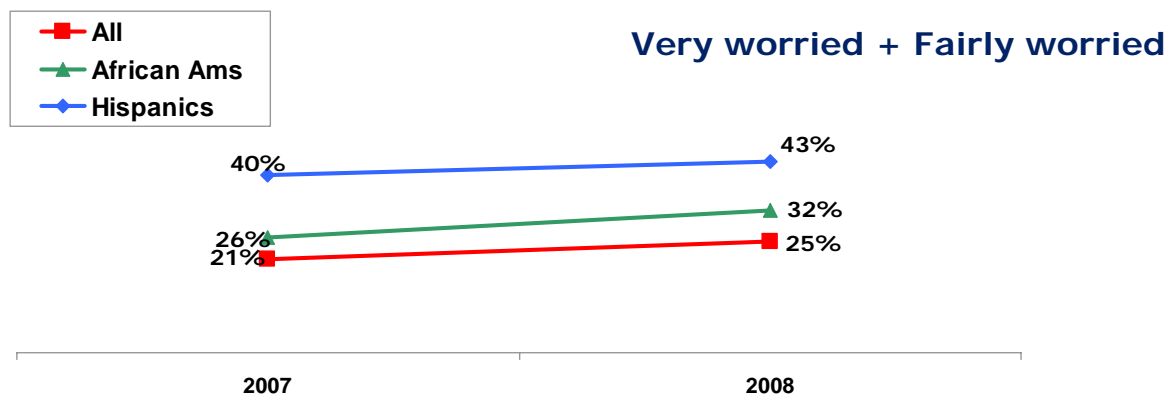
Again, in the past year, was there ever a time when you... <i>Ranked by All, Saying Yes, 2008</i>	All		African Ams		Hispanics	
	2007	2008	2007	2008	2007	2008
Cut back on vacations or entertainment because of their cost?	42	64	45	73	42	66
Failed to pay a bill on time?	28	37	43	60	36	49
Not bought something your kids need because of the cost? (among those with kids under 18)	27	30	31	40	33	38
Have not gone to a doctor because of the cost?	18	25	20	29	26	35
Have gone without health insurance?	20	23	24	33	37	37
Have not filled a medical prescription because of the cost?	17	23	21	30	26	30
Were unemployed, but not by personal choice?	16	20	24	32	25	29
Have taken money out of your personal or retirement savings to pay for health-related expenses?	19	20	19	22	25	22
Not taken a child to the doctor because of the cost (among those with kids under 18)	9	10	8	13	13	14
Have been hungry because you could not afford food?	6	8	10	17	12	16

Cut Backs & Hardships Greater for Lower Income & Younger Americans

<i>Again, in the past year, was there ever a time when you...</i> <i>Ranked by All, Saying Yes, 2008</i>	<\$20,000		\$20,000 - \$35,000		\$35,000 - \$50,000		\$50,000 - \$100,000		\$100K+	
	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008
Cut back on vacations or entertainment because of cost?	60	83	56	75	50	63	40	61	24	48
Failed to pay a bill on time?	55	63	43	48	30	36	20	32	8	21
Not bought something your kids needed because of the cost? (among those with kids under 18)	65	64	36	45	26	43	17	20	10	8
Have not gone to a doctor because of the cost?	39	55	30	35	20	30	10	16	5	12
Have gone without... health insurance?	41	59	34	36	21	23	11	13	8	4
Have not filled a medical prescription because of the cost?	38	54	27	32	19	23	12	15	3	8
Were unemployed, but not by personal choice?	36	48	22	27	12	16	10	11	7	9
Have taken money out of your personal or retirement savings to pay for health-related expenses?	26	32	26	28	23	25	19	16	7	7
Not taken a child to the doctor because of the cost? (among those with kids under 18)	29	14	13	21	5	17	4	6	2	1
Have been hungry because you could not afford food?	22	30	8	14	2	6	2	2	1	0

Concern About Losing Health Care Coverage Has Increased

- Concern over loss of health care coverage has risen slightly since last year
 - More than 2 in 5 low income Americans are *very* or *fairly* worried about losing their health care coverage



How worried are you about losing your health care coverage – very worried, fairly worried, slightly worried or not worried at all?	<\$20,000		\$20,000 - \$35,000		\$35,000 - \$50,000		\$50,000 - \$100,000		\$100K+	
	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008
Worried (very worried + fairly worried)	34	46	32	40	22	26	19	19	15	10
Not worried (slightly worried + not worried at all)	66	52	68	60	78	73	81	81	85	90
No answer/ Don't know	0	2	0	0	1	0	0	0	0	0

Health Care Coverage Obtained Through Employer or Union

- Americans continue to obtain health care coverage through their or their partner's employer or union

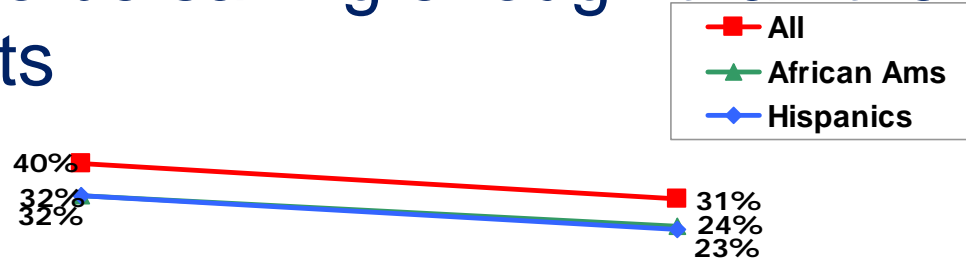
Which of the following best describes your primary healthcare coverage, or don't you have health care coverage at this time? <i>Ranked by All, 2008</i>	All		African Ams		Hispanics	
	2007	2008	2007	2008	2007	2008
A plan through you or your partner's employer or union	55	58	44	48	43	47
Medicare, the program that provides insurance to people 65 and older	15	16	15	14	7	9
Don't have health care coverage at this time	12	10	15	16	27	25
A plan you bought yourself	9	9	9	7	7	6
Medicaid, a program that provides health insurance to certain low-income families	5	3	12	11	9	7
Some other government program	4	3	4	4	4	5
No answer/ Don't know	1	1	1	0	3	2

Health Care Coverage Obtained Through Employer or Union

Which of the following best describes your primary healthcare coverage, or don't you have health care coverage at this time? <i>Ranked by All, 2008</i>	<\$20,000		\$20,000 - \$35,000		\$35,000 - \$50,000		\$50,000 - \$100,000		\$100K+	
	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008
A plan through you or your partner's employer or union	13	11	38	43	62	57	79	74	77	83
Medicare, the program that provides insurance to people 65 and older	29	28	17	25	15	17	5	10	5	5
Don't have health care coverage at this time	30	31	22	12	8	12	4	5	3	2
A plan you bought yourself	4	6	10	10	8	8	10	8	11	9
Medicaid, a program that provides health insurance to certain low-income families	19	12	7	5	3	3	0	0	0	0
Some other government program	4	9	6	5	5	3	2	1	3	0
No answer/ Don't know	2	2	2	0	0	0	0	1	0	1

Less Than 1/3 Saving Enough for Retirement

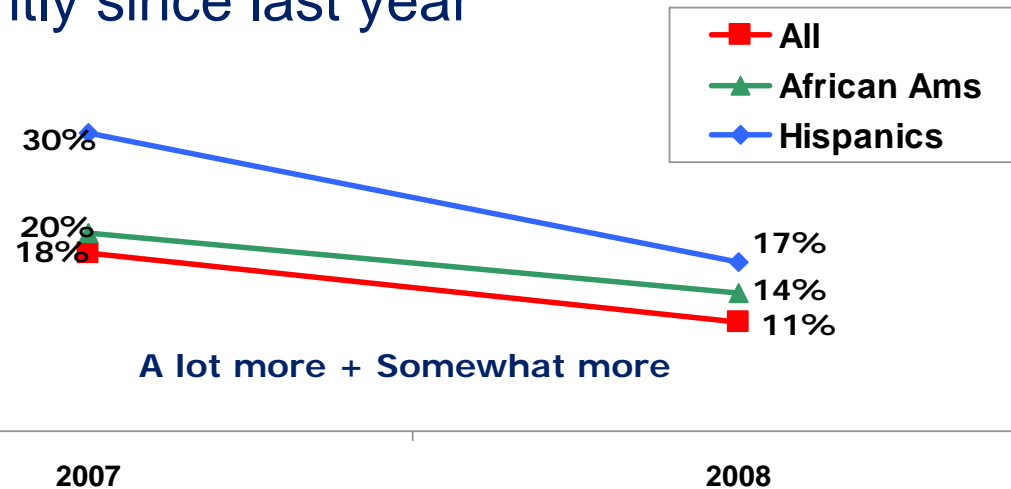
- Today, less than 1 in 3 Americans say they are saving enough for retirement – and this has dipped since last year
- Younger generations and lower income levels are less likely to be saving enough than their counterparts



Turning to another issue, do you believe you are currently saving enough for retirement or not?	Saving Enough 2007						Saving Enough 2008				Silent Gen	Baby Boom	Gen X	Gen Y
	<\$20,000		\$20,000 - \$35,000		\$35,000 - \$50,000		\$50,000 - \$100,000		\$100K+					
	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008				
Saving enough	13	14	23	20	33	17	43	34	61	54	53	30	32	24
Not saving enough	86	85	75	74	65	79	54	64	37	44	36	67	63	76
No answer/ Don't know	2	1	2	5	2	4	3	2	2	2	11	3	4	0

Economic Security for Americans Have Dropped

- Pessimism about the state of the economy is clear - the belief that Americans have more economic security than 10 years ago has dipped significantly since last year



Compared to 10 years ago, do you think Americans today have: _____ economic security?	All		African Ams		Hispanics		Silent Gen	Baby Boom	Gen X	Gen Y
	2007	2008	2007	2008	2007	2008				
A lot more	7	4	8	5	14	6	5	3	3	5
Somewhat more	11	7	12	9	16	11	13	7	6	5
About the same	16	16	10	8	13	12	18	17	13	12
Somewhat less	26	32	24	34	25	33	30	33	34	33
A lot less	37	40	43	43	27	37	34	40	43	46
No answer/ Don't know	3	1	2	0	4	2	1	0	2	0

Economic Security for Americans Have Dropped

<i>Compared to 10 years ago, do you think Americans today have: _____ economic security?</i>	<\$20,000		\$20,000 - \$35,000		\$35,000 - \$50,000		\$50,000 - \$100,000		\$100K+	
	2007	2008	2007	2008	2007	2008	2007	2008	2007	2008
A lot more	10	1	7	3	7	6	5	3	7	3
Somewhat more	10	11	17	8	11	7	10	6	10	6
About the same	15	15	13	9	14	13	18	17	21	23
Somewhat less	19	26	23	27	29	35	29	36	27	32
A lot less	41	45	37	52	39	41	37	37	35	35
No answer/ Don't know	5	1	4	1	1	0	1	1	0	1