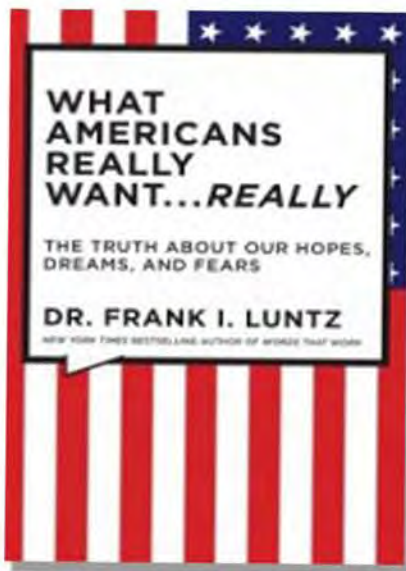


The *What Americans Really Want . . . Really* Survey Results

From December 2008 through April 2009, my firm interviewed more than 6,400 Americans nationwide to understand what really makes us tick and what truly matters most in our lives. It is the most comprehensive survey of its kind.



Now you're going to see several statements and I want you to tell me whether you agree/disagree with each one.

1. I'm mad as hell and I'm not going to take it anymore.

TOTAL

72% Agree

33% Strongly Agree

39% Somewhat Agree

17% Somewhat Disagree

10% Strongly Disagree

28% Disagree

2. Live free or die.

TOTAL

88% Agree

54% Strongly Agree

35% Somewhat Agree

10% Somewhat Disagree

2% Strongly Disagree

12% Disagree

3. I want it all and I want it now.

TOTAL

35% Agree

9% Strongly Agree

26% Somewhat Agree

32% Somewhat Disagree

33% Strongly Disagree

65% Disagree

4. The best things in life are free.

TOTAL

61% Agree

27% Strongly Agree

35% Somewhat Agree

20% Somewhat Disagree

20% Strongly Disagree

39% Disagree

5. The Ten Commandments are a good guide to live by.

TOTAL

89% Agree

60% Strongly Agree

29% Somewhat Agree

8% Somewhat Disagree

3% Strongly Disagree

11% Disagree

6. In God we trust.

TOTAL

82% Agree

60% Strongly Agree

22% Somewhat Agree

8% Somewhat Disagree

10% Strongly Disagree

18% Disagree

The 2020 Generation

7. If you could be a teenager in any decade, which would you choose?

TOTAL

32% 1950s
17% 1960s
16% 1970s
13% 1980s
7% 1990s
16% Right Now

8. What do you think the youth of America need more?

TOTAL

79% A Swift Kick in the Ass
21% A Gentle and Understanding Hand

9. Which is more important for America . . . that no child should be left behind . . . or that exceptional children should be encouraged to pursue excellence?

TOTAL

55% Exceptional Children Should Pursue Excellence
45% No Child Left Behind

10. Which of the following scares you most for your kids?

TOTAL

41% Drug Abuse
25% Sexual Promiscuity
25% Academic Failure
10% Alcohol Abuse

11–12. If you had to choose, which of the following high-school subjects is absolutely essential for the children of today to master well?

And what is your second choice?

TOTAL 1ST 2ND

37% 17% 20% Math
32% 19% 13% American History/Government
29% 17% 12% Writing
28% 16% 12% Economics
23% 9% 13% Science
19% 8% 11% World History
11% 5% 6% A Foreign Language
8% 3% 5% The Arts (Including Music, Theater, and Visual Arts)
7% 3% 4% Public Speaking
3% 1% 2% Physical Education and Athletics
2% 1% 1% Geography

(IF YOU ARE THE PARENT OF CHILDREN 17 YEARS OLD OR YOUNGER)

13. If you had to choose, which is more important to you as parents?

TOTAL

- 43% That Your Kids Do Well Spiritually
- 23% That Your Kids Do Well Intellectually
- 14% That Your Kids Do Well Professionally
- 10% That Your Kids Do Well Financially
- 10% That Your Kids Do Well Socially

Government

14–15. Now you're going to see a list of a dozen major American institutions. I want you to indicate the institutions that are most important for America's future. (1ST/2ND CHOICE COMBINED)

TOTAL 1ST 2ND

- 51% 31% 20% Schools
- 26% 18% 8% The Church
- 24% 12% 12% Federal Government
- 23% 11% 12% The Military
- 22% 9% 13% Business
- 13% 4% 9% Local Government
- 12% 5% 7% The Courts
- 11% 5% 6% Financial Institutions
- 9% 3% 7% Hospitals
- 4% 1% 3% The Media
- 3% 0% 2% Police
- 3% 1% 2% Unions

16–17. Please indicate the institutions that are least important for America's future. (1ST/2ND CHOICE COMBINED)

TOTAL 1ST 2ND

- 61% 41% 21% Unions
- 56% 25% 32% The Media
- 27% 19% 9% The Church
- 14% 6% 8% Federal Government
- 8% 3% 5% The Military
- 8% 2% 6% Financial Institutions
- 8% 1% 6% Local Government
- 5% 1% 4% The Courts
- 4% 1% 4% Business
- 3% 1% 2% Hospitals
- 3% 1% 2% Police

**18–19. Which of the following values is the most important?
(1ST/2ND CHOICE COMBINED)**

TOTAL

45% *Liberty*
33% *Opportunity*
30% *Justice*
28% *Democracy*
24% *Equality*
16% *Pursuit of Happiness*
15% *Fairness*
9% *Privacy*

**20. Which of the following matters the most to you?
(1ST/2ND CHOICE COMBINED)**

TOTAL

66% Freedom of Speech
40% Freedom of Religion
20% Freedom to Own a Gun
18% Freedom from Unreasonable Search and Seizure
16% Freedom to Petition the Government
12% Freedom of the Press
12% Freedom from Cruel and Unusual Punishment
9% Freedom to Peaceably Assemble
5% Freedom to Have a Quick and Speedy Trial by a Jury of Your Peers
2% Freedom from Having to Incriminate Yourself

**21–22. From the same list, which of the following matters least?
(1ST/2ND CHOICE COMBINED)**

TOTAL

47% Freedom to Own a Gun
29% Freedom from Having to Incriminate Yourself
25% Freedom of the Press
19% Freedom from Cruel and Unusual Punishment
17% Freedom to Peaceably Assemble
17% Freedom to Petition the Government
17% Freedom to Have a Quick and Speedy Trial by a Jury of Your Peers
14% Freedom from Unreasonable Search and Seizure
11% Freedom of Religion
1% Freedom of Speech

Religion / Values

23. Which of the following matters more to you personally?

TOTAL

- 52% The Bill of Rights
- 48% The Ten Commandments

24. And which do you think is the worst vice affecting Americans as a whole? You can only choose one.

TOTAL

- 64% Greed
- 8% Gluttony
- 7% Envy
- 7% Sloth
- 6% Vanity
- 5% Rage
- 4% Lust

Jobs / Employment

25. Honestly, now, what is more important to you . . .

TOTAL

- 91% The Opportunity to Succeed
- 9% Protection from Failure

26. Would you rather make a lot more at a job you hate or a lot less money at a job you love?

TOTAL

- 84% A Lot Less Money at a Job You Love
- 16% A Lot More Money at a Job You Hate

27–28. Assuming you had a surprise day off, which of the following activities would you most want to do? (1ST/2ND CHOICE COMBINED)

TOTAL

- 43% Spend Time with Your Family
- 32% Day Trip Somewhere
- 25% Spend Time with Friends
- 15% Reading Books/Magazine
- 15% Clean up the Home
- 13% Catch up on a Hobby
- 12% Do Nothing at All
- 10% Use the Computer
- 10% Take a Long Nap
- 8% Exercise
- 6% Go Shopping
- 6% Go Play Sports
- 5% Watch Television

29. And if you lost your job tomorrow, how long would your savings last before you ran out of money? (among full- time employees only)

TOTAL

- 23% I Have No Savings
- 19% A Month or Less
- 23% Two–Three Months
- 14% Six–Nine Months
- 9% A Year
- 4% Two Years
- 9% More Than Two Years

Personal Perceptions and Behavior

30. Are you . . . than the average American?

TOTAL

- 24% A Lot More Intelligent
- 66% A Little More Intelligent
- 9% A Little Less Intelligent
- 2% A Lot Less Intelligent

31. Are you . . . compared to the average person your age?

TOTAL

- 10% A Lot More Attractive
- 51% A Little More Attractive
- 35% A Little Less Attractive
- 4% A Lot Less Attractive

32. Which of the following is most important to you?

TOTAL

- 43% A Little More Money
- 30% Fewer Day- to- Day Hassles
- 17% A Little More Free Time
- 10% More Choices of the Things You Want

33–34. Here are some various situations you may face that require you to wait. While some you may experience often and others only occasionally, which of these do you find most annoying when it does happen to you? (1ST/2ND CHOICE COMBINED)

TOTAL

- 79% Being Put on Hold by a Customer Service Representative
- 31% Waiting to Go Through Security at the Airport
- 29% Waiting at the Supermarket Checkout Line
- 29% Waiting at a Department Store to Pay for Your Items
- 25% Waiting to Make a Left Turn at a Busy Intersection
- 5% Waiting to Check in at a Hotel

The Future

35–36. Which of the following do you want most? (1ST/2ND CHOICE COMBINED)

TOTAL

- 43% The Opportunity to Succeed
- 37% The Good Life
- 34% The Pursuit of Happiness
- 22% The American Dream
- 17% A Fair Shake
- 13% To Be Left Alone
- 9% A Fresh Start
- 9% Everything I Can Get
- 8% A Fighting Chance
- 8% A New Beginning

37–38. Here is a list of problems and challenges facing Americans today. If you had the power, which would you fix first? (1ST/2ND CHOICE COMBINED)

TOTAL

- 51% Restoring Personal Responsibility
- 37% Ending the Culture of Entitlement
- 34% Loss of Moral Values
- 22% Restoring the Work Ethic
- 20% Ending the Culture of Disrespect
- 13% Lack of Pride in America
- 13% Loss of Civic Engagement and Community Commitment
- 11% The Loss of the American "Can- Do" Spirit

39–41. Below you will see 15 personal priorities that people have said are important to them. Pick the one that matters most to you. (COMBINED TOP THREE ANSWERS)

TOTAL

- 54% A Loving Family
- 50% Good Health
- 43% Financial Security
- 33% Happiness
- 25% Eventually Going to Heaven
- 24% A Chance to Give Something Back
- 17% Getting as Much as I Can Out of Life
- 9% A Great Career
- 9% Staying Young at Heart
- 9% Doing Something Truly Memorable
- 8% A Long Life
- 8% Opportunities to Travel
- 5% More Time to Do What You Want
- 4% Fewer Day- to- Day Hassles
- 1% More Choices in Life

42. And honestly now, are you satisfied with your sex life?

TOTAL

- 54% Yes
- 46% No