

# GREENBERG MILLENNIAL SURVEY

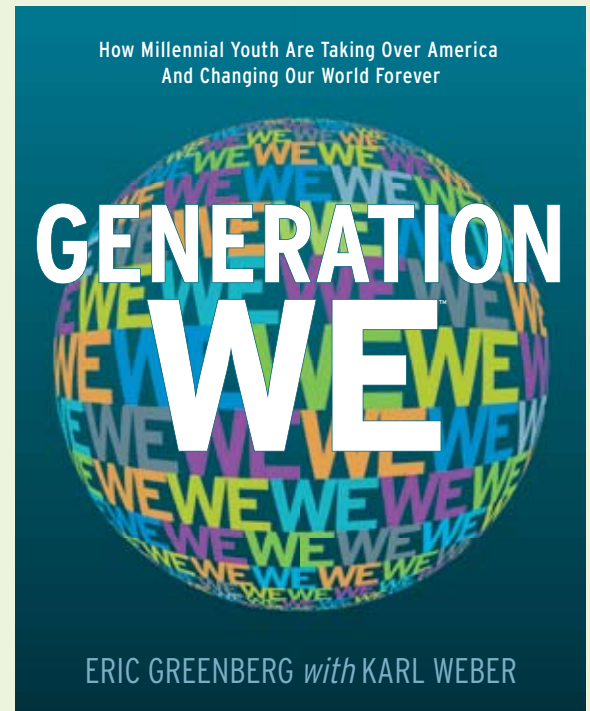
## A Unique and Powerful Generation Comes of Age

### SURVEY RESULTS FROM THE MILLENNIAL GENERATION, BORN 1978-2000

**A NEW GENERATION is about to seize the reins of history—the Millennial generation. Born between 1978 and 2000, the Millennials currently include 95 million young people up to 30 years of age—the biggest, most diverse, and best-educated age cohort in the history of the nation.**

During 2007-8, Eric H. Greenberg sponsored a major research study into the values and attitudes of the Millennials whose results have never before been fully revealed. Conducted by Gerstein | Agne Strategic Communications, it included an in-depth national survey of 2,000 individuals aged 18 to 29 as well as a series of twelve focus groups. *This research revealed that the Millennials generation is:*

- **Self-aware and committed to generational solidarity.** Millennials do not see themselves at odds with older generations of Americans, but they do believe their generation has a unique set of experiences that set them apart.
- **Strongly progressive,** socially tolerant, environmentally-conscious, peace-loving, and poised to lead the biggest leftward shift in recent American history.
- **Sober but optimistic** in their assessment of the future. The Millennials worry about being the first generation in American history to be worse off than their parents—but they believe this fate can be avoided through shared effort.
- **Enthusiastic about the power of collective social action.** Millennials don't see government as a panacea, but they believe in its potential and want to take it back from the special interests and the power elites.
- **Unselfish and socially committed.** The Millennials are not a "Generation Me" but rather a "Generation We." They volunteer in record numbers and declare themselves ready to sacrifice their self-interest for the greater good.
- **Incredibly tuned in to technology,** having already played a major role in creating and shaping technologies (such as social networking) that are changing the world.
- **Innovation-minded,** seeing not a world of limits but one of possibilities in which anything can be accomplished with enough creativity and determination.
- **Post-ideological, post-partisan, and post-political.** Millennials disdain rigidly "conservative" or "liberal" approaches, and they are fed up with the interest-group conflicts and identity-based appeals they see as dominating politics.



COMING SOON

## Generation We™

by Eric Greenberg with Karl Weber

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*"In my travels around the world, I have been very impressed by today's young people. They are smart, caring, creative, and generous. I share the hope expressed by Greenberg and Weber that this new generation will help re-orient our planet and conquer the problems of poverty, war, and pollution that currently plague it."*

—Muhammad Yunus, Founder of Grameen Bank and Co-Winner of the 2006 Nobel Peace Prize

FOR MORE DATA & ANALYSIS, VISIT:

[www.gen-we.com](http://www.gen-we.com)



## THE POLITICS OF THE MILLENNIALS

Perhaps the most important characteristic of the Millennials is their across-the-board rejection of the country's current leadership and dominant institutions. Whether it be Congress and the federal government, major corporations, or organized religion, these young Americans believe the large institutions that dominate modern society have comprehensively failed, placing narrow self-interests ahead of the welfare of the country as a whole. Frustrated and seeking an outlet for their innate idealism, they are eager for wholesale change.

The Millennials have already begun shifting the nation's politics. Having come of age with Washington dominated by Republicans, they leaning strongly the opposite way. Although they reject both "liberal" and "conservative" labels, they are especially scathing in their denunciation of conservatism, which they associate with hypocritical moralism, administrative incompetence, ideological rigidity, and corporate scandal.

**...Americans aged 18-29 identify themselves as Democrats (or "lean" Democratic) over Republicans by a 58 to 33% margin. This is the largest progressive shift since the New Deal...**

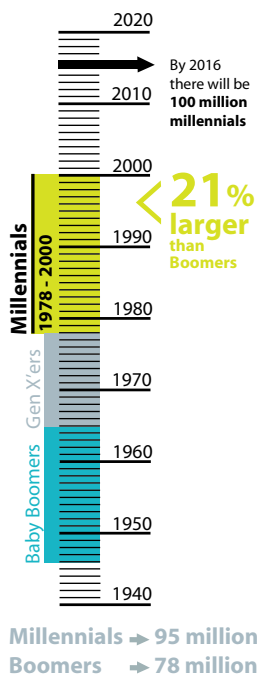
From *Generation We™* in reference to an April 2008 survey by the Pew Research Center for the People and the Press

In 2002, Millennials voted Democratic by a 49-47 margin. Since then, their progressive tilt has steadily increased. Their votes made the 2004 presidential race close and decisively tipped the 2006

Congressional elections, with 18-29 year olds favoring Democrats 60-38.

Generation We has turned out in record numbers in the 2008 primaries, helping to create the amazing groundswell for Sen. Barack Obama. His bipartisan approach to problems, his use of social networking and other electronic campaign tools, and his personal appeal as a symbol of a youthful, educated, and diverse America make Obama the archetypal candidate for Millennials to rally around.

If Sen. John McCain is to compete for his share of the Generation We vote, he will need to eschew the politics of personal attacks, culture war, ideology, and intense partisanship, and instead burnish his image as a creative problem-solver, a social moderate, and a civil campaigner dedicated to compromise and service rather than party.



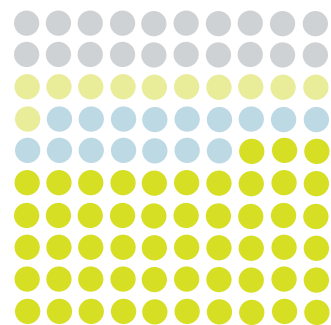
## THE MILLENNIAL AGENDA

Generation We is inheriting a damaged future and a series of problems that are of crisis proportions. They have no choice other than to innovate their way out of the mess they (and we) are in. Their change agenda begins with Project FREE, a concept that earned overwhelming support from the Millennials who participated in the Greenberg research. The concept: To create an Apollo or Manhattan-like project to invent new sources of non-fossil fuel energy free from carbon emissions, based on hydrogen, fusion, or other means. Project FREE's ultimate goal is to free Americans from dependence on centralized sources of energy and instead to generate most energy at the point of need.

Other items of importance on the Millennial agenda include restoring and protecting the environment, providing quality nutrition and health care for all, modernizing our educational system, balancing the national budget and eliminating the national debt, and Restoring civil rights, freedom of expression, and individual privacy.

The political leaders who act first to join Generation We in their quest for a new era of American freedom, security, and prosperity will become generational heroes and benefit spectacularly from the epochal political realignment that has already begun.

### Plans to VOTE in the Next Presidential Election



- No
- Maybe
- Likely
- Certain



**75% of millennials are registered to vote**

SOURCE: GREENBERG MILLENNIAL SURVEY 2007

## GEN WE: VOTING HEAVILY DEMOCRATIC



**In the 2006 congressional election, 18-29 year olds favored democrats 60-38**

**In 2002 Millennials voted democratic by 49 to 47 percent.**

**In 2004 Millennials aged 18 to 24 favored democrat John Kerry for president by 56 to 43 percent.**

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# SURVEY RESULTS

2000 RESPONDENTS, JULY 20-AUGUST 1, 2007

Survey performed by  
Gerstein Agne Strategic Communications  
National Survey, 18-29 year-olds

**Q** We often look at history in terms of generations -- groups of people of similar age and experiences who often share specific attitudes and priorities regarding the world around them -- such as the Baby Boomers or Generation X. As you look at your own generation of young adults under the age of 30, do you agree or disagree that your generation shares specific beliefs, attitudes, and experiences that set you apart from generations that have come before you?

Strongly agree . . . . .	.35	
Somewhat agree . . . . .	.55	
Somewhat disagree . . . . .	.7	
Strongly disagree . . . . .	.2	<b>Total agree . . . . . 90</b>
(Don't know/refused). . . . .	.1	<b>Total disagree . . . . . 9</b>

**Q** How much do you feel your generation of Americans under the age of 30 has in common -- in terms of attitudes, beliefs, and priorities -- with young adults of your generation in other countries?

A great deal. . . . .	.12	(Don't know/refused). . . . .	.1
A fair amount. . . . .	.56		
Just a little . . . . .	.28	<b>Great deal/fair amount . . . . .</b>	<b>.68</b>
Nothing at all. . . . .	.3	<b>Little/nothing. . . . .</b>	<b>.31</b>

**Q** Do you feel your generation of Americans under the age of 30 has more in common -- in terms of attitudes, beliefs, and priorities -- with Americans of older generations or with young adults of your generation in other countries?

Much more with older Americans. . . . .	.8
Somewhat more with older Americans. . . . .	.36
Somewhat more with young adults in other countries . . . . .	.42
Much more with young adults in other countries . . . . .	.11
(Don't know/refused). . . . .	.2
<b>Total Older Americans . . . . .</b>	<b>.44</b>
<b>Total Young adults in other countries . . . . .</b>	<b>.54</b>

**Q** Please tell us how important each of the following has been in shaping the attitudes and beliefs of your generation of Americans under the age of 30, on a scale of 0-10, where 10 means it has been extremely important in shaping your generation's attitudes and beliefs and 0 means it has not been at all important. You can choose any number between 0 and 10 - the higher the number, the more important that factor has been in shaping the attitudes and beliefs of your generation.

	MEAN	10	8-10	6-10	0-5	DK/REF
The terrorist attacks of 9/11 . . . . .	.79	36	67	83	17	-
Global climate change. . . . .	.65	18	41	65	35	0
The growing racial & ethnic diversity of the U.S. . . . .	.71	21	51	74	26	0
The rise of the Internet, cell phones, text messaging, e-mail, & other advances in personal technology . . . . .	8.3	46	73	85	15	0
America's dependence on foreign oil . . . . .	.72	22	52	75	24	0
America's dependence on fossil fuels like coal, natural gas, and oil . . . . .	.72	22	53	76	24	0

Continued >

Declining quality and rising inequality in America's public education system . . . . .	.72	23	52	75	25	0
Rapid shift of U.S. economy from manufacturing to services, information and technology . . . . .	.70	18	48	73	27	0
The war in Iraq . . . . .	.77	31	63	81	19	0
Corporate scandals such as Enron . . . . .	.57	10	27	52	47	1
The partisan divide in U.S. politics . . . . .	.62	11	32	60	40	0
Lack of long-term job and retirement security . . . . .	.71	22	51	74	26	0
Increase in obesity and chronic disease . . . . .	.70	19	49	74	26	.
The rising cost of health care and growing number of uninsured. . . . .	.72	23	50	74	25	0

**Q** Next, please tell us whether your generation of Americans under the age of 30 is more likely or less likely than earlier generations of Americans to be characterized by each of the following.

	MUCH MORE LKLY	SMWT MORE LKLY	NO DIFF	SMWT LESS LKLY	MUCH LESS LKLY	DK/REF	TOTAL MORE LKLY	TOTAL LESS LKLY	MORE - LESS
Embrace innovation and new ideas	44	34	15	5	2	0	78	7	71
Start a new business	27	37	22	10	4	0	64	14	50
Make environmental protection a top priority	27	40	20	9	4	0	67	13	54
Express patriotic pride	15	23	28	26	8	0	38	34	3
Support those in the armed forces	22	26	28	18	6	0	48	24	24
Trust government and political leaders	5	12	20	36	27	0	17	63	-46
Believe government has a positive role to play	8	17	27	33	16	0	24	49	-25
Support working with other countries to achieve shared goals	19	42	24	11	4	0	60	15	45
Engage in volunteer activities or community service	12	33	29	20	6	0	45	26	20
Try to directly influence and communicate with elected officials	12	32	26	22	8	0	45	29	15
Engage in political activism	13	30	28	23	6	0	42	29	13
Join a church or other organized religious community	9	16	29	33	13	0	25	46	-21
Express personal spiritual beliefs outside of organized religion	24	31	22	16	6	0	56	22	33
Join an independent or issue-based political movement	16	33	27	18	6	1	49	23	25
Support an emerging third political party	18	38	25	12	6	0	56	18	38

**Q** Now I'm going to read you some pairs of statements. As I read each pair, please tell me whether the FIRST statement or the SECOND statement comes closer to your own views, even if neither is exactly right.

	1ST STMT MUCH	1ST STMT SMWT	2ND STMT SMWT	2ND STMT MUCH	DK/REF	TOTAL 1ST STMT	MUCH MORE LKLY	MUCH MORE LKLY
America's security depends on building strong ties with other nations. -- OR -- Bottom line, America's security depends on its own military strength.	37	32	18	12	0	69	30	39
Addressing the big issues facing my generation starts with individuals willing to take a stand and take action. -- OR -- Individuals can't make a real difference in addressing the big issues facing my generation.	47	33	15	5	0	80	20	60

Continued >

The two-party political system in our country is working because it offers voters a clear choice between two different visions for our country's future. – **OR** – Democrats and Republicans alike are failing our country, putting partisanship ahead of our country's needs and offering voters no real solutions to our country's problems.

12 18 31 39 0 29 70 -41  
 Businesses and corporate leaders have a responsibility to try to make the world a better place, not just make money. – **OR** – Businesses and corporate leaders' responsibility to their shareholders is to make money, not to worry about making the world a better place.

44 30 17 9 0 74 26 48

Government has a responsibility to pursue policies that benefit all of society and balance the rights of the individual with the needs of the entire society. – **OR** – The primary responsibility of government is to protect the rights of the individual.

27 35 23 14 0 63 37 25

The needs and goals of my generation are fundamentally at odds with those of older generations, and accomplishing our goals will require removing those currently in power and replacing them with ourselves. – **OR** – The needs and goals of my generation are similar to those of older generations, and our best course is to work together to advance common interests.

19 30 34 16 1 49 50 -1

Government needs to do more to address the major challenges facing our country. – **OR** – Government is already too involved in areas that are better left to individuals or the free market.

34 29 22 15 0 63 37 26

I believe that spending money with companies that reflect my values and priorities is an effective way to express my values and to promote change through my daily life. – **OR** – My consumer choices are based on economics, not values, and I don't see my purchasing decisions as an effective way of expressing my values or promoting change.

23 31 29 16 0 55 45 10

We must make major investments now to innovate the next generation of non-fossil fuel based energy solutions. – **OR** – We should continue on our current path, gradually shifting the mix of sources used to meet our energy needs.

46 29 17 8 0 74 26 49

**Q Now we're going to review some statements. As you read each statement, please tell us whether you agree or disagree with the statement.**

STRNG AGREE	SMWT AREE	SMWT DIS AGREE	STRONG DIS AGREE	DK/REF	TOTAL AGREE	TOTAL DIS AGREE	AGREE - DIS
In our country, each generation has a responsibility to wisely use the country's resources and power so that they can provide the next generation a secure, sustainable country that is stronger than the one they inherited.							
53	38	8	1	0	91	9	82
Our current political and corporate leaders are abusing their power for selfish gains, wasting our nation's resources for their own short-term gain and threatening our long-term security.							
45	37	15	3	0	82	18	64
Young Americans must take action now to reverse the rapid decline of our country. If we wait until we are older, it will be too late.							
48	41	9	1	0	89	11	78
Life in the future in America will be much worse unless my generation of Americans takes the lead in pushing for change.							
42	43	13	2	0	85	15	70
I am willing to personally make significant sacrifices in my own life to address the major environmental, economic, and security challenges facing our country.							
27	51	18	4	0	78	22	56
My generation of Americans has better opportunities to make a difference and produce structural change than previous generations.							
31	48	17	3	0	79	20	59
Throughout our history, America's success has been built on innovation and entrepreneurship. As we confront the many challenges facing us today, it is that same spirit of innovation and entrepreneurship that is needed to maintain America's strength in the 21st century.							
38	49	11	2	0	87	13	75

Continued >

When something is run by the government, it is necessarily inefficient and wasteful.

14 40 36 9 0 54 45 9

There should be a third political party in our country that fits between the Democrats and Republicans and offers a viable alternative to the two major parties.

35 41 18 6 1 76 24 52

**Q Do you believe that, 20 years from now, your generation will live in a country that is better off or worse off than the one we live in today?**

Much better off . . . . .	9	Little worse off. . . . .	28
About the same. . . . .	20	(Don't know/refused). . . . .	1
Much worse off . . . . .	18	<b>Total Better off . . . . .</b>	<b>.34</b>
Little better off . . . . .	25	<b>Total Worse off . . . . .</b>	<b>.46</b>

**Q Now we're going to review some more statements about some of the issues facing our country. Once again, as you read each statement, please tell us whether you agree or disagree with the statement. (IF AGREE) Does this situation represent a crisis that our country must address immediately, a major problem that must be addressed soon, or a minor problem that should be addressed eventually?**

	AGREE CRISIS	AGREE MAJOR CRISIS	AGREE MI-NOR PROB	DIS-AGREE	DK/REF	TOTAL AGREE
Our nation's continuing dependence on oil on has weakened our economy and stifled innovation, left us dependent on foreign countries - some of whom sponsor terrorism against us - and dragged us into unnecessary wars.	.37	42	15	6	1	93
With costs rising out of control and the quality of health coverage declining, the health care system in our country is broken, and we need to make fundamental changes.	.38	42	16	4	.	96
The growing burden placed on our country by our massive national debt is hurting our economy, stifling job growth and investment and making it harder for American businesses and entrepreneurs to be competitive in the global marketplace.	.22	43	27	8	0	92
The health of our country is collapsing under an epidemic of chronic, preventable diseases as we slowly poison our own bodies through environmental pollution, overmedication, and unhealthy diets.	.28	43	22	7	0	93
We have an unequal education system in our country, where students in affluent areas enjoy better resources and learning environments while those in rural areas and inner cities too often receive an inferior education.	.31	40	21	8	0	92
Man-made causes are destroying our environment and the Earth's delicate ecosystem. As a result, we could see massive, irreversible damage to the Earth's landscape during our lifetimes.	.35	39	18	9	0	91
Our country must take extreme measures now, before it is too late, to protect the environment and begin to reverse the damage we have done.	.33	41	20	6	.	94
The federal debt is exploding, with no end in sight, shifting a tremendous burden onto future generations to pay for the failed leadership of the current generation and weakening America's economic growth for decades to come.	.30	44	21	5	0	94
The changing nature of America's economy, where we import most of our goods and export millions of jobs to developing countries, is threatening America's middle class.	.26	43	24	7	0	92
Long-term jobs that provide comprehensive health benefits and retirement security are becoming a thing of the past, and individuals in our generation will have to provide for their own health care and retirement security.	.32	42	18	7	0	93
Americans' basic civil rights are being undermined more every day. Government and business have compromised our privacy, the corporate media tells us what they want us to hear rather than the facts, and justice is for sale to anyone who can afford the right lawyers.	.31	38	24	7	0	92

Continued >

From the failed response to Hurricane Katrina to persistent fraud, corruption, and abuse, our government has failed to meet its most basic responsibilities and violated the very taxpayers who fund it.

.....30 41 20 9 0 90

Government is dominated by special interests and lobbyists, who give millions of dollars in campaign contributions to politicians, who in turn give even more back to those special interests, while the rest of us are left holding the bag.

.....31 42 21 5 0 95

Hurricane Katrina revealed the extent to which our country is divided into two Americas, one of which lacks many basic needs and is largely ignored by our government. The growing gap between the wealthy and the rest of us must be addressed, because no democracy can survive without a large, vibrant middle class.

.....30 40 20 9 0 90

Our reliance on fossil fuels is a by-product of the interests of those currently in power. We need to invest in and innovate new energy sources in order to protect our quality of life and prosperity.

.....33 43 19 4 0 96

**Q Thinking about the many challenges facing our country, do you feel the best way to address these challenges is...through individual action and entrepreneurship, through a collective social movement, through the media and popular culture, through government action, or through international cooperation? And what do you feel is the second best way to address these challenges?**

	COMB	1ST	2ND
A collective social movement. . . . .	.60	38	22
Government action . . . . .	.40	16	24
Individual action and entrepreneurship . . . . .	.35	16	19
Media and popular culture . . . . .	.33	16	17
International cooperation. . . . .	.30	12	18
(Don't know/refused) . . . . .	.1	1	1

**Q Now let's look at some potential solutions for some of the major challenges facing our country today. For each, please tell us how effective you feel each of the following would be in addressing that issue, on a scale of 0-10, where 10 means it would be extremely effective in addressing that challenge and 0 means would not be at all effective. You can choose any number between 0 and 10 - the higher the number, the more effective you feel the solution would be in addressing that issue.**

	MEAN	10	8-10	6-10	0-5	DK/REF
Launch a concerted national effort, similar to the Apollo Program that put a man on the moon, with the goal of moving America beyond fossil fuels and inventing the next generation of energy, based on new technologies such as hydrogen or fusion. This aggressive plan would require a huge national investment but would produce millions of new jobs, could dramatically reduce environmental damage, and free us from our dependence on fossil fuels and foreign oil.	.70	21	49	71	29	0
Commit ourselves to a comprehensive effort to not only reduce the pollution we are putting into the environment but reverse the damage we have done. That damage is not only polluting the earth, it is causing unprecedented disease and suffering in communities throughout our country and across the globe.	.6.9	20	46	69	30	0
Provide quality health care and nutrition for all children in our country, regardless of their financial condition. Poor nutrition is creating an epidemic of preventable chronic diseases, including diabetes and obesity, that will cost our country billions of dollars and ruin the lives of millions of children.	.7.3	29	53	75	25	.
Provide equal funding for public education and learning resources for all children and all communities, regardless of economic class. This is a critical investment in the human potential of our country and its ability to compete in a global economy.	.7.2	27	53	73	27	0
Balance the federal budget, but also eliminate the 8 trillion dollars of national debt that have been built up over decades of irresponsible spending. This debt makes it impossible for our country to keep pace and leaves us indebted to other countries who are potential competitors.	.6.8	16	43	69	31	0

Continued >

Fully fund Social Security, Medicare, and other social insurance commitments being passed on to future generations, which have doubled to over 40 trillion dollars just since 2000 and are increasing by several trillion every year. These commitments must be met by current generations because it would be morally wrong to pass on unfunded liabilities of this size to our own children.

.....6.7 17 43 66 33 0

End trade imbalances that see us importing nearly 1 trillion dollars per year more than we export to other countries by restoring our industrial base. Restoring our industrial base and eliminating our trade deficit will provide secure jobs with good wages and benefits and rebuild our shrinking middle class.

.....6.6 16 39 66 33 0

Begin to rebuild America's economic self-sufficiency by restoring our industrial base to provide the essential components needed to provide for our defense and basic economic needs. As we have seen with oil, we can no longer afford to rely on other countries for our most vital economic and security needs.

.....6.8 16 41 70 30 0

Protect our civil rights by reversing recent actions to restrict our right to privacy and to limit access to government information, ensuring survival of a free and unrestricted Internet, and restoring an objective, unbiased media. Protecting our civil rights also requires eliminating the influence of special interests over our government and creating more transparency in government and business.

.....6.6 17 40 65 35 0

**Q Finally, a few questions for statistical purposes. First, what is your gender?**

Male . . . . . 51 Female. . . . . 49

**Q What is the last year of schooling that you have completed?**

1 - 11th grade. . . . . 5 High School grad. . . . . 22  
 Non-college post H.S. . . . . 2 Some college. . . . . 42  
 College graduate . . . . . 23 (Don't know/refused). . . . . 0  
 Post-graduate school. . . . . 6

**Q In what year were you born?**

18. . . . . 7 19. . . . . 8  
 20 . . . . . 9 21. . . . . 9  
 22 . . . . . 8 23. . . . . 9  
 24 . . . . . 9 25. . . . . 9  
 26 . . . . . 9 27. . . . . 8  
 28 . . . . . 8 29. . . . . 8

**Q Are you married, single, separated, divorced, or widowed?**

Married . . . . . 30 Single. . . . . 68  
 Separated . . . . . 1 Divorced. . . . . 1  
 Widowed. . . . . 0 (Don't know/refused). . . . . 0

**Q Do you have any children?**

Yes . . . . . 30 (Don't know/refused). . . . . 0  
 No . . . . . 70

**Q Regardless of any religious affiliation or beliefs, do you consider yourself to be a spiritual person?**

Yes . . . . . 73 (Don't know/refused). . . . . 0  
 No . . . . . 26

**Q Do you consider yourself to be a member of a specific religious community? (IF YES) Which of the following best describes your religion?**

Roman Catholic. . . . . 15 Charismatic. . . . . 1  
 Baptist. . . . . 11 Buddhist. . . . . 1

Continued >

Non-denominational		Christian Scientist. . . . .	1
Christian. . . . .	10	Hindu. . . . .	1
Lutheran. . . . .	3	Islam. . . . .	1
Methodist. . . . .	3	Seventh Day Adventist. . . . .	0
Presbyterian. . . . .	2	Eastern Orthodox. . . . .	0
Congregational/ United Church of Christ . . . . .	2	Anglican/Episcopal. . . . .	0
Pentecostal. . . . .	2	Unitarian Universalist. . . . .	0
Mormon. . . . .	2	(Other). . . . .	8
Jewish. . . . .	2	No religious affiliation. . . . .	33
Evangelical. . . . .	1	(Don't know/refused). . . . .	0

[731 Respondents]

**Q (IF LUTHERAN, PRESBYTERIAN, CONGREGATIONAL, EVANGELICAL, CHARISMATIC, BAPTIST, METHODIST, SEVENTH DAY, PENTECOSTAL, OR NON-DENOMINATIONAL) Do you consider yourself to be a born-again Christian?**

Yes. . . . .	.58	(Don't know/refused). . . . .	.0
No. . . . .	.42		

**Q Have you done any volunteer work in the last 12 months? (IF YES) How often do you participate in volunteer work?**

Volunteer on a weekly basis. . . . .	9
Volunteer once or twice a month. . . . .	13
Volunteer several times a year. . . . .	19
Volunteer once or twice a year. . . . .	20
No volunteer work in last 12 months. . . . .	40
(Don't know/refused). . . . .	1

**Q How effective do you think community volunteerism is as a means of solving the major challenges facing our country?**

Very effective. . . . .	.26	(Don't know/refused). . . . .	.0
Somewhat effective. . . . .	.47	Very/somewhat. . . . .	.73
A little effective. . . . .	.23	Little/not. . . . .	.27
Not at all effective. . . . .	4		

**Q How often do you talk about politics with your friends and co-workers?**

Frequently. . . . .	19	(Don't know/refused). . . . .	
Sometimes. . . . .	.45	Frequently/sometimes. . . . .	.64
Hardly ever. . . . .	.26	Hardly ever/never. . . . .	.36
Never. . . . .	10		

**Q Are you registered to vote?**

Yes. . . . .	.75	(Don't know/refused). . . . .	.0
No. . . . .	.24		

**Q How effective do you think political activism is as a means of solving the major challenges facing our country?**

Very effective. . . . .	18	(Don't know/refused). . . . .	1
Somewhat effective. . . . .	51	Very/somewhat. . . . .	.69
A little effective. . . . .	.25	Little/not. . . . .	31
Not at all effective. . . . .	6		

**Q I know it's a long way off, but what are the chances of your voting in the election for President next year?**

Almost certain to vote. . . . .	63	Will not vote. . . . .	.9
Probably will vote. . . . .	16	(Don't know/refused). . . . .	1
50-50. . . . .	11		

**Q Generally speaking, do you think of yourself as a Democrat, a Republican or what?**

Strong Democrat. . . . .	16	Independent-lean Republican. . . . .	.6
Weak Democrat. . . . .	.20	Weak Republican. . . . .	14
Independent-lean Democrat. . . . .	11	Strong Republican. . . . .	10
Independent. . . . .	.22	(Don't know/refused). . . . .	1

**Q In terms of your job status, are you...**

Employed full-time. . . . .	.46	Student. . . . .	.23
Employed part-time. . . . .	14	Homemaker. . . . .	.9
Unemployed, looking for work. . . . .	7	(Don't know/refused). . . . .	.0

**Q Are you a member of a labor union? (IF NO) Is any member of your household a union member?**

Yes, I'm a union member. . . . .	6
Household member belongs to union. . . . .	10
No union members in household. . . . .	.83
(Don't know/refused). . . . .	.1

**Q Which of the following three statements is most accurate for you and your household?**

Everyone in the household has health insurance coverage. . . . .	.63
Some people in the household have health coverage, and some currently do not have coverage. . . . .	.28
Nobody in the household currently has health coverage. . . . .	9
(Don't know/refused). . . . .	0

**Q What racial or ethnic group best describes you?**

White. . . . .	.65	Asian or Pacific Islander. . . . .	.4
African-American or Black. . . . .	13	(Other). . . . .	.2
Hispanic or Latino. . . . .	15	(Don't know/refused). . . . .	.0
Native American. . . . .	1		

**Q Last year, that is in 2006, what was your total household income from all sources, before taxes?**

Less than \$10,000. . . . .	9	\$75,000 to \$99,999. . . . .	10
\$10,000 to \$19,999. . . . .	11	\$100,000 to \$249,999. . . . .	.8
\$20,000 to \$29,999. . . . .	15	\$250,000 or more. . . . .	.2
\$30,000 to \$49,999. . . . .	.23	(Don't know/refused). . . . .	.3
\$50,000 to \$74,999. . . . .	19		

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