

CHART INTRO 1

WHAT AMERICANS REALLY WANT RIGHT NOW

CATEGORY	WINNER	NOTES
Airline	Southwest	For the fifth consecutive year, Southwest carried more domestic passengers in 2008 than any other American airline.
Beer	Bud Light	Bud Light actually wins both the Light beer category and the overall beer category as the best American seller. The student has surpassed the master, as Budweiser ranks second overall.
Soft Drink	Coca-Cola Classic	At 17.2% market share in 2007, Coke leads the pack, followed by Pepsi-Cola at 10.7% and Diet Coke at 10%.
Overall Vehicle	Ford F-150	Ford sold 515,513 of these trucks in 2008, particularly impressive considering the spike of the price of oil in that year. Americans still love their pickups. The Chevy Silverado placed second overall, with 465,065 sold.
Non Pickup Vehicle	Toyota Camry	Toyota sold 436,617 Camrys, followed by the Accord, Corolla, and Honda Civic, and Nissan Altima respectively. The highest-selling American-made sedan was the Chevy Impala at 265,840.
Breakfast Cereal	Cheerios	Average annual sales account for around \$268 million.
Mobile Phone	Apple iPhone 3G	The iPhone is on the march. It finally surpassed the Motorola RAZR as the leading handset purchased by adult consumers in the United States in the third quarter of 2008.
Notebook Computer	Hewlett Packard	HP had a market share of 20.8% in the first quarter of 2008, with second place going to Dell at 15.1%
Evening News	<i>NBC Nightly News with Brian Williams</i>	<i>The NBC Nightly News</i> has consistently won the ratings battle since Brian Williams took the helm in 2004, with the exception of a brief time in 2007 when ABC took the lead.

CHART INTRO 1 (CONTINUED)

CATEGORY	WINNER	NOTES
Morning News	NBC <i>Today</i> show	As of early March 2009, the <i>Today</i> show had notched 690 consecutive weekly wins.
Top Rated Prime-time TV Show	<i>American Idol</i>	Averaging 28.75 million viewers on Tuesdays and 27.78 million on Wednesdays in the 2008 season, <i>Idol</i> dominated. <i>Dancing with the Stars</i> was the next most popular, followed by <i>Desperate Housewives</i> at 18.21 million. The highest sitcom was <i>Two and a Half Men</i> , ranking 17th overall at 13.64 million.
Website	Google	Based on total hits. Google, at 293 million hits per day as of March 2009, is followed, in order, by Yahoo!, YouTube, Facebook, and MySpace.
Talk Radio Show	<i>The Rush Limbaugh Show</i>	At 14.25 million average weekly listeners, Rush remains king. With 13.5 million apiece, NPR's <i>Morning Edition</i> and <i>All Things Considered</i> are next.
Retail Store	Wal-Mart	Wal-Mart by far generates the most global revenue among retail stores, totaling \$374.5 billion in 2008. The only company with more revenue was ExxonMobil, with \$390.3. In fact, 7 of the top 10 companies were oil and gas producers, the others being Toyota and ING Group. The next closest American retailer was Home Depot at \$77.4 million.
Credit Card	Visa	Visa had a 46% share of the U.S. credit card market in 2008, compared to Master Card's 36%, American Express's 12%, and Discover's 6%.
Restaurant	McDonald's	Americans like their food fast and cheap. In 2008, McDonald's had 13,918 restaurants in the United States. The closest "sit-down" restaurant is Denny's at 2,500 locations. McDonald's took in \$8.1 billion in U.S. revenue in '08. Globally, they serve 58 million people every day.

CHART 2.1

And if you lost your job tomorrow, how long would your savings last before you ran out of money?

TOTAL

23%	I Have No Savings
19%	A Month or Less
11%	Two Months
12%	Three Months
11%	Six Months
3%	Nine Months
9%	A Year
4%	Two Years
9%	More Than Two Years

CHART 2.2

TOP “WELL-BEING” LOCATIONS

CONGRESSIONAL DISTRICT	REPRESENTATIVE & PARTY	MEDIAN INCOME	ABOUT THE LOCATION
California 14th	Anna Eshoo (D)	\$77,985	Between San Francisco and San Jose, including part of Silicon Valley
Georgia 6th	Tom Price (R)	\$71,669	Affluent suburbs north of Atlanta
California 48th	John Campbell (R)	\$69,663	Portions of Orange County, including Newport Beach and Laguna Beach
Colorado 6th	Mike Coffman (R)	\$71,393	Wealthy suburbs south of Denver
New Jersey 11th	Rodney Frelinghuysen (R)	\$79,009	Centered in Morris County, a suburb of New York City. Morris County is sixth wealthiest county in America
California 50th	Brian Bilbray (R)	\$59,813	Suburbs of San Diego
California 30th	Henry Waxman (D)	\$60,713	Includes Hollywood, Santa Monica, Beverly Hills, and the surrounding areas
Maryland 8th	Chris Van Hollen (D)	\$68,306	Montgomery County, which is an affluent suburb of Washington, DC, and includes Bethesda
California 4th	Dana Rohrabacher (R)	\$61,567	Portions of Orange County, including Huntington Beach
California 26th	David Dreier (R)	\$68,698	San Gabriel Valley from La Cañada Flintridge to Rancho Cucamonga
California 12th	Jackie Speier (D)	\$70,307	Southwestern portion of San Francisco, extending south to San Mateo
California 8th	Nancy Pelosi (D)	\$52,322	Most of the City of San Francisco

CHART 2.3**WORST “WELL-BEING” LOCATIONS**

CONGRESSIONAL DISTRICT	REPRESENTATIVE AND PARTY	MEDIAN INCOME	ABOUT THE LOCATION
Ohio 17th	Tim Ryan (D)	\$36,705	Includes the cities of Kent and Youngstown, a steel city that has struggled in the modern economy
West Virginia 3rd	Nick Rahall (D)	\$25,630	Located in the southern part of the state, the district is based in the state’s second largest city, Huntington. It is among the poorest rural districts in the United States.
Mississippi 2nd	Bennie Thompson (D)	\$26,894	Covers much of western Mississippi and most of the capital city of Jackson. It is the only majority-black district in Mississippi.
New York 16th	José Serrano (D)	\$19,000	Includes the urban neighborhoods of Bedford Park, East Tremont, Fordham, University Heights, and others. Yankee Stadium is located within the district. It is a good bet that Yankee salaries are not factored into this despairingly low-median income.
Kentucky 5th	Hal Rogers (R)	\$21,915	Eastern rural Kentucky. The district is 95.8% white.

CHART 2.4

WHAT AMERICANS REALLY DO ON AVERAGE EVERY 24 HOURS²⁸

	MEN	WOMEN
Sleeping	8.52 (hrs)	8.63 (hrs)
Leisure & Sports	5.48	4.76
Work	4.52	3.14
Household Chores	1.43	2.22
Eating/Drinking	1.27	1.20
Buying Goods & Services	.63	.92
Caring for Family	.33	.72
Everything Else	1.82	2.41

CHART 3.1**THE TEN HARDEST-WORKING POPULATIONS**

COUNTRY	HOURS PER YEAR	LEGAL ALLOWANCE FOR VACATION*	OFFICIAL HOLIDAYS
South Korea	2,357	10	11
Greece	2,052	20	12
Czech Republic	1,997	20	12
Hungary	1,989	20–30	10
Poland	1,985	20–30	12
Turkey	1,918	14–26	7
Mexico	1,883	8–16	14
Italy	1,800	20–32	12
USA	1,797	None	8
Iceland	1,794	24	12

*(Countries with a range provide more legal days off for older employees and/or those with more years working. The United States has no legal allowance for vacation.)

CHART 3.2

Hypothetically, if you had to choose, would you prefer to be? . . .

TOTAL

- 80% The Owner of a Successful Small Business You Started That Employs 100 People
- 14% The CEO of a Fortune 500 Company That Employs More Than 10,000 People
- 6% Don't Know/Refused

CHART 3.3

What do you consider to be a safer path to financial security?

TOTAL

- 46% Working for Myself
- 36% Working for an American Corporation
- 18% Don't Know/Refused

CHART 3.4

The 10 Attributes People Want Most in a Company

(ranked in order of preference)

- 1 Establishes and Demands High Levels of Ethical Business Practices
- 2 Has a Corporate Governance System That Ensures Accountability and Protects the Interests of Shareholders, Employees, and All Other Stakeholders
- 3 Consistently Exceeds Customer Expectations for Delivering Quality Products and Services
- 4 Creates a Positive Work Environment and a Culture of Respect for All Employees
- 5 Is Active in Trying to Solve Economic and Technical Challenges Facing America Now and in the Future
- 6 Takes Major Steps to Protect the Environment
- 7 Makes a Positive Impact on Communities Where It Operates
- 8 Actively Invites Input and Feedback From Employees, Customers, and the Community
- 9 Is a Good Company in Which to Invest
- 10 Supports Economically, Ethnically, Regionally, and Gender Diverse Employees and Suppliers

CHART 3.5

The 20 Attributes That Best Describe a Good Corporate Citizen

(in rank order)

- 1 Accountable
- 2 Responsible
- 3 Quality
- 4 Employee-Focused
- 5 Environmentally Friendly
- 6 Reliable
- 7 Efficient
- 8 Innovative
- 9 Consumer-Friendly
- 10 Community-Focused
- 11 Transparent
- 12 Solution-Oriented
- 13 Fair
- 14 A Leader
- 15 Green
- 16 Common Sense
- 17 Affordable
- 18 A Role Model
- 19 Diverse
- 20 Caring

CHART 3.6

Generally speaking, how much trust and confidence do you have in Corporate America today?

TOTAL

1%	A Great Deal
14%	A Good Amount
39%	A Fair Amount
38%	Only a Little
9%	None at All

Generally speaking, how much trust and confidence do you have in Fortune 500 CEOs?

TOTAL

1%	A Great Deal
10%	A Good Amount
31%	A Fair Amount
41%	Only a Little
17%	None at All

CHART 3.7

What would you like to see a CEO do to inspire more trust and confidence?

(top five answers)

TOTAL

46%	Institute a More Efficient and More Effective Way to Do Business
17%	Be More Engaged and Active with Employees
10%	Assemble a Strong Management Team
8%	Be Engaged and Active with Customers
5%	Be Engaged and Active in the Community

CHART 4.1

**WHAT AMERICANS REALLY WANT
“IN THESE CHALLENGING ECONOMIC
TIMES, WOULD YOU RATHER HAVE
CONGRESS COMMIT TO . . .”**

(top two answers combined)

Ending wasteful government spending	62%
No new taxes	41%
Balancing the budget	34%
Protecting the value of home ownership	23%
A freeze in current government spending	21%
A cut of 5 pennies per dollar in government agencies and spending	14%

CHART 4.2

**WHAT AMERICANS REALLY WANT
“WHEN YOU THINK OF GOVERNMENT,
WHICH OF THE FOLLOWING IS NEED-
ED MOST?”**

(top two answers combined)

Accountability	50%
Common Sense	36%
Change	32%
Responsibility	29%
Reform	27%
A Balanced Approach	23%

CHART 7.1

WHICH OF THE FOLLOWING BEST DESCRIBES THE WAY IN WHICH YOU WANT TO THINK OF YOURSELF WHEN YOU USE HEALTH CARE?

A Human Being	33%
A Patient	27%
A Person	15%
A Customer	9%
A Consumer	7%
The Boss	7%
A Client	4%

CHART 7.2

WHICH OF THE FOLLOWING IS THE AMERICAN HEALTH-CARE SYSTEM'S SINGLE BIGGEST PROBLEM? AND YOUR SECOND CHOICE?

(COMBINED ANSWERS)	
Too profit-driven	60%
Too bureaucratic	39%
Too inaccessible	21%
Too complicated	19%
Too restrictive	13%
Too confusing	12%
Too limited	11%
Too unsafe/intimidating/ unpredictable/ insensitive	Less than 10

CHART C.1

Which of the following do you want most? Pick two.

(Combined 1st/2nd Choice)

Ages 18–29	Total	
44%	43%	The Opportunity to Succeed
38%	37%	The Good Life
32%	34%	The Pursuit of Happiness
29%	22%	The American Dream
13%	17%	A Fair Shake
7%	13%	To Be Left Alone
6%	9%	A Fresh Start
19%	9%	Everything I Can Get
7%	8%	A Fighting Chance
5%	8%	A New Beginning

CHART C.2

Below you will see 15 personal priorities that people have said are important to them. Pick the three that matter 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

CHART C.3

Which of the following matters more to you personally?

TOTAL

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

CHART C.4

AGE	PERCENT PREFER GOOD JOB OVER MORE PAY
18-29	76%
30-49	81%
50-64	88%
65+	94%

CHART C.5

What do you think the youth of America need more?

AGES 18-29	TOTAL	
75%	79%	A Swift Kick in the Ass
25%	21%	A Gentle and Understanding Hand

CHART C.6

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

AGES 18-29	TOTAL	
51%	55%	Exceptional Children Should Pursue Excellence
49%	45%	No Child Left Behind

CHART C.7

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

(1st and 2nd Choice Combined)

TOTAL	AGES 18–29	
37%	35%	Math
32%	20%	American History/Government
29%	40%	Writing
28%	22%	Economics
23%	20%	Science
19%	19%	World History
11%	17%	A Foreign Language
8%	12%	The Arts (Including Music, Theater, and Visual Arts)
7%	11%	Public Speaking
3%	3%	Physical Education and Athletics
2%	2%	Geography

APPENDIX:

The What Americans Really Want . . . Really Nationwide Survey

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.

Take this unique opportunity to see where you stand, whether you are in the solid majority or the narrow minority.

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. If it feels good, do it

TOTAL

54%	Agree
14%	Strongly Agree
40%	Somewhat Agree
22%	Somewhat Disagree
24%	Strongly Disagree
46%	Disagree

3. Live free or die

TOTAL

88%	Agree
54%	Strongly Agree
35%	Somewhat Agree
10%	Somewhat Disagree
2%	Strongly Disagree
12%	Disagree

4. 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

5. The best things in life are free

TOTAL

61%	Agree
27%	Strongly Agree
35%	Somewhat Agree
20%	Somewhat Disagree
20%	Strongly Disagree
39%	Disagree

6. The 10 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

7. In God we trust

TOTAL

82%	Agree
60%	Strongly Agree
22%	Somewhat Agree
8%	Somewhat Disagree
10%	Strongly Disagree
18%	Disagree

THE 2020 GENERATION

8. 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

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

TOTAL

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

10. 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

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

14. Which of the following scares you most for your kids? You can only pick one.

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

GOVERNMENT

15–16. 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

17–18. 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
2%	0%	1%	Schools

19–20. 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

21. 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

22–23. From the same list, which of the following matters least to you? (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

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

TOTAL

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

25. And which is more important? You do need to choose.

TOTAL

- 65% Morals
- 35% Values

26. 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

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

TOTAL

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

28. 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

29. Looking into the future, if you had to guess, how much longer do you think you'll still be working for your current company? (among full-time employees only)

TOTAL

18%	Less Than a Year
12%	1 Year
14%	2 Years
16%	3 or 4 Years
15%	5 to 9 Years
26%	10 Years or More

30. Which of the following annual incomes **for an individual** would you say is the **MOST** you can make and still be considered “middle-class”?

TOTAL

9%	\$50,000
27%	\$75,000
20%	\$100,000
10%	\$125,000
15%	\$150,000
7%	\$200,000
8%	\$250,000
3%	\$500,000

31. 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

32–33. 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

PERSONAL PERCEPTIONS AND BEHAVIOR

34. 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

35. 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

36. 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

37. If you had to choose, which of the following would you rather be?

TOTAL

- 46% Rich
- 27% Physically Strong
- 18% Powerful
- 6% Sexy
- 4% Famous

38–39. 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

40–41. 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

42–44. Below is a list of a number of significant issues, problems, and challenges facing the United States today. If you had the power, which three—in order—would you fix first? (COMBINED ANSWERS, TOP THREE)

TOTAL

31%	Restoring National Economic Stability
31%	Restoring Values and Morality to Society
29%	Preventing Terrorism
29%	Improving Schools and Education
26%	Ending American Dependence on Foreign Oil
22%	Restoring Political Accountability
22%	Curing Cancer
22%	Lowering the Tax Burden on Working Americans
13%	Ending World Poverty
13%	Closing the Widening Gap Between Rich and Poor
12%	Global Warming
12%	Restoring Personal Financial Security
10%	Strengthening Social Security and Medicare
8%	Ending Race and Gender Inequality
7%	Restoring Respect for America Around the World
5%	Ending Racial Inequality
5%	Fighting Crime and Illegal Drug Use
3%	Rebuilding Our Roads, Bridges, and Highways

45–46. And here is a different 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

47. And which of the following would scare you most about your long-term future?

TOTAL

- 30% Your Health Deteriorates
- 27% You Lose Control Over Decisions Affecting You
- 18% You Run Out of Money
- 11% You Won’t Go to Heaven
- 10% Being Alone
- 3% Your Kids Hate You

48–50. 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

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

TOTAL

54%	Yes
46%	No