



Community Voices on the Economy

Report from a Nationwide Survey of 1,004 Adults with Oversamples of African American Women, Latinas, Low-Income Women, and Single Moms

Commissioned by Ms. Foundation for Women and the Center for Community Change

June 2010



Survey Methodology

Lake Research Partners designed and administered this survey which was conducted by professional interviewers. The survey reached a total of 1,004 adults nationwide, with oversamples of 100 African American women, 100 Latinas, 100 single mothers, and 200 low-income women. Relevant cases in the base were folded into the oversamples. The survey was conducted January 19 to February 3, 2010.

Telephone numbers for the base, African American women, and Latina samples were drawn from random digit dialing (RDD) sample. Telephone numbers for the low income-women and single mother oversamples were drawn randomly from listed files based on gender for both samples and age for the single mother oversample. The base sample was stratified by gender and geographically to reflect the population. Data in the base sample was weighted slightly by gender, age, region, party identification, marital status, parental status, education, and race to reflect the attributes of this universe. Data in the African American women and Latina oversamples were weighted slightly by age. Data in the single mother and low-income women oversamples were weighted slightly by race. The margin of error for the base survey is +/- 3.1%. The margin of error for the African American women and Latina oversamples is +/- 7.6%. The margin of error for the single mother oversample is +/- 8.1%. The margin of error for the low-income women oversample is +/- 5.1%



Strategic Summary

The Economy Today

- Americans are negative about the economy. They say the economic downturn has affected both their families and their communities.
- Latinas seem to be particularly hard hit during the downturn - especially by job loss, with two-thirds saying their personal situation has been affected by the country's economic situation, and over half reporting that they or someone in their household has lost a job in the past year.
- The public is worried about rising health care costs, lack of jobs that pay a decent wage, and also having enough to cover basic expenses. For most groups, rising health care costs, lack of jobs with a sustainable wage, everyday expenses, and losing their jobs are their top worries.
- Security and stability are the new frame. Job security is a major concern, key to a quality job and key to well-being. Quality jobs are preferred over good-paying jobs.
- Stability is a new concept that has emerged in this up-and-down economy where hard work, playing by the rules, savings and plans can be undermined in a moment by others' actions.



Strategic Summary

- Despite people's cynicism, a majority of Americans also believe it is time for the government to take a larger and stronger role in making the economy work for the average American.
- Majorities of all demographic subgroups believe the economy can be influenced by government actions. They do not think the economy just happens. This proves true across political lines.



Strategic Summary

Experiences

- A majority or more say they are worse off than four years ago. While Americans are hopeful for the future, most do not think they have significant control over their own economic situation.
- Many Americans are living paycheck to paycheck. It is more common for women to report living paycheck to paycheck. People are short of money in this economy, and it influences how they think of economic policies and priorities, including tax sensitivity.
- Thirty percent report having \$500 or less in savings.
- Approximately four-in-ten Americans say they frequently worry that their total family income will not be enough to meet their expenses and bills.



Strategic Summary

- Three in ten say they or someone in their household has lost a job in the past year, especially young people, Latinos, mothers—including single moms, and adults who are less than or equal to 200% of the Federal Poverty Level.
- Americans are even more likely to have experienced a reduction in wages, hours or tips, with half saying they or someone in their household has experienced this job-related hardship in the past year.
- Thinking about the next 12 months, just under half of Americans are worried that they or someone in their household will be out of a job. More than half are worried that they or someone in their household will not be working enough hours to make ends meet over the next year.



Strategic Summary

Goals for the Economy

- Americans say accountability, security, individual responsibility, opportunity, and playing by the rules are important goals for the economy. However, they do not think these words and phrases describe the current economy well.
- Accountability is the most important value to people when thinking about the economy. Security is second most important.
- People believe that “everyone for themselves” is the least important and most descriptive trait of the economy.
- Individual responsibility is more important to people than mutual responsibility which unfortunately is not as strong or a replacement concept. Progressives need to tap into individual responsibility, work, and playing by the rules, which are powerful concepts to people.



Strategic Summary

Policy Proposals

- In reviewing policy proposals, the public says the following are most important to them:
 - Making health care available and affordable, not dependent on jobs.
- When policy proposals are framed relative to improving the economy, Americans believe the following would be most likely to help the economy:
 - More jobs with decent wages and benefits for low-income families;
 - More affordable education and training opportunities;
 - Lower taxes; and
 - Equal pay and benefits for men and women.



Strategic Summary

Messaging

- Messages that promote giving people what they need to support themselves and their families, strengthening families, and empowering communities are persuasive to the public. “Family Economics” is top for both men and women, although women respond to all of the top messages more than men.
- Women of color, low-income women and single moms are more likely than adults overall to find language about women in the workforce compelling, but, still, over half of all Americans find this message to be very convincing.
 - Messaging about women in the workforce is especially strong among African American women and single moms. This is the top message for African American women and among the top messages for single moms.
 - Over sixty percent of Latinas and low-income women find this message very convincing.
- A populist message on “Corporate Power” also works for women of color, with a special emphasis on CEOs to African American women.
- Language about both stability and security is effective among Latinas. Stability is also an effective frame for single moms.
- Messaging focused on stability and promoting families works well among younger adults as well.
- The responsibility frame, which is outlined in the “Future Generation” messages is particularly compelling to Independents and single moms.



Text of Top Messages

[FAMILY ECONOMICS] The United States should be among the best places in the world to live and raise a family, but you would not know that by looking at our economy right now. Everyday, families across the country struggle to make ends meet and cover basic expenses. All people should have the tools and resources necessary to support themselves and their family. In putting our economy back on track, we also need to put our values back into the economy.

[WOMEN IN THE WORKFORCE] Today, women make up half of the workforce and head households across the country. Yet discrimination and a lack of training often prevent women from accessing well-paying jobs. Women make up nearly 70 percent of minimum or below-minimum-wage workers. As women take on more financial responsibility, particularly in these economic times, we need to make sure they have access to job training, work supports and opportunities in all industries. Everyone should have a fair chance to support themselves and their families.

[FUTURE GENERATION] Fixing the inequities in our current economy is not just good for workers and families today, it will also help future generations. By helping create more equitable conditions in our economic systems, we are creating stronger communities and securing the future for the next generation of workers. Everyone deserves a fair chance to achieve his or her full potential and we should all share a sense of responsibility for each other and for helping to rebuild America.

[CORPORATE POWER] Our economy has become too much about profit for big business at the expense of people. In this recession, we've seen corporations close plants and lay off workers with no warning or concern for the communities they leave behind. We've seen banks take advantage of families by creating loans designed to keep them in debt. All of these practices led to the problems we're facing now. We need to balance things out by increasing oversight of corporations and banks, and giving more power to communities.

[STABILITY] Right now, our economic system does not give all of those who are willing to work hard a sense of stability. Rather, it maintains barriers that prevent more people from getting ahead and having the stability they need to take care of their families. There's something very wrong when people who are responsible and work hard still have to live paycheck to paycheck. We need an economy that makes economic stability real for more workers and their families.

[SECURITY] Right now, our economic system does not give all of those who are willing to work hard a sense of security. Rather, it maintains barriers that prevent more people from getting ahead and having the security they need to take care of their families. There's something very wrong when people who are responsible and work hard still have to live paycheck to paycheck. We need an economy that makes economic security, not struggle, real for more workers and their families.



The Economy Today

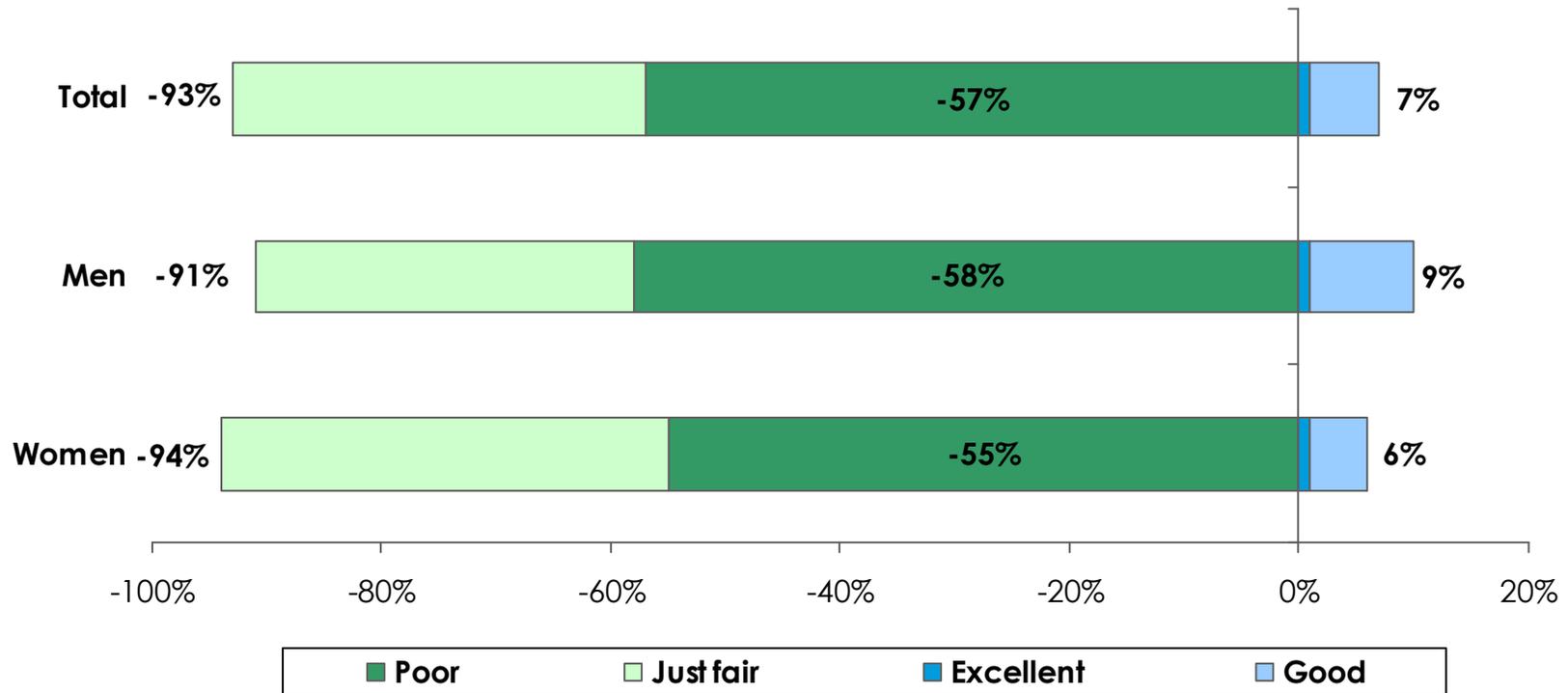
Americans are concerned about the economy but prove split about whether or not the country is moving into an economic recovery.



Nearly all Americans characterize the economy negatively, with a majority saying the economy is poor.

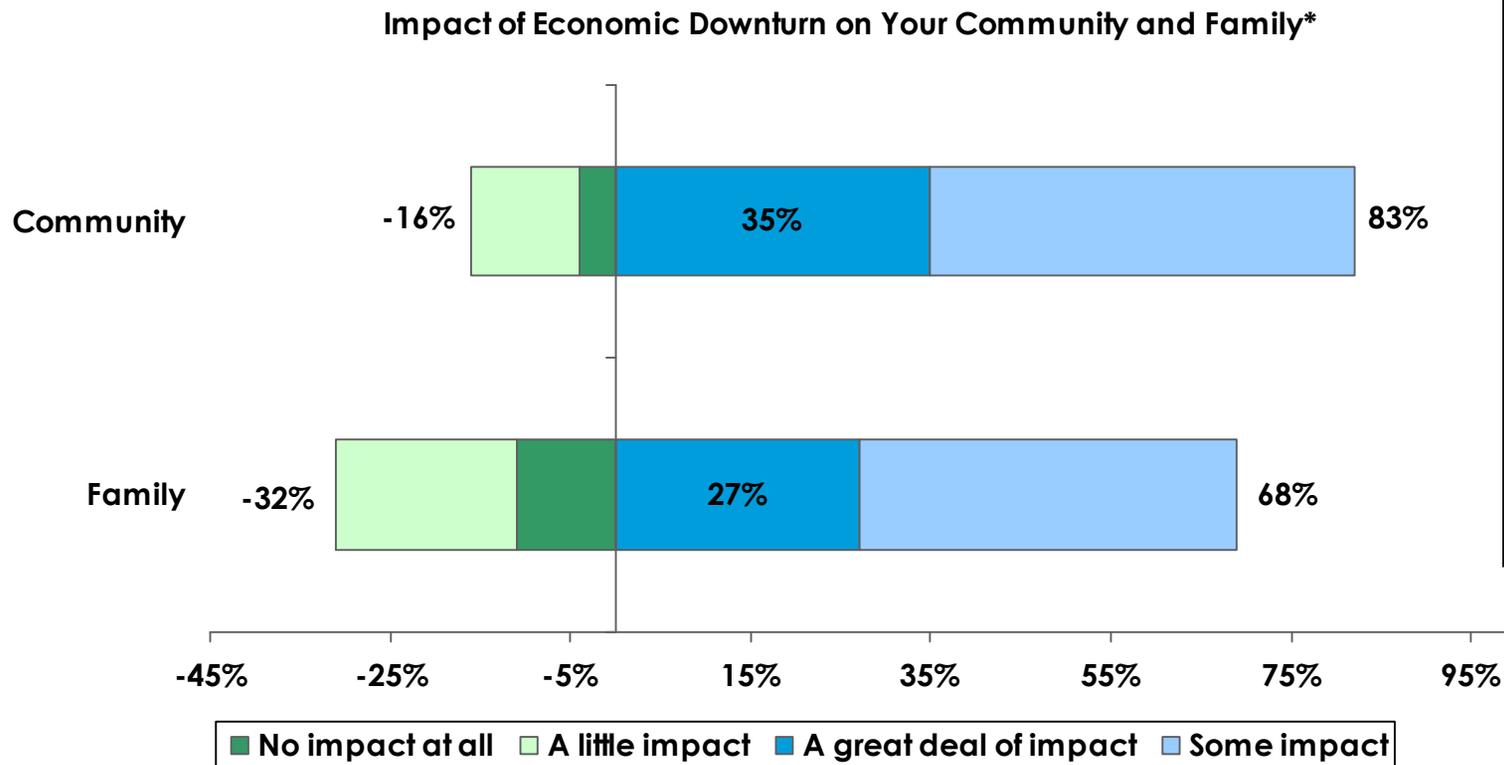
Strong majorities of every subgroup describe the economy as just fair or poor. Independent men are among the most negative, with two-thirds describing the economy as poor (68 percent).

State of the Economy in Country Today





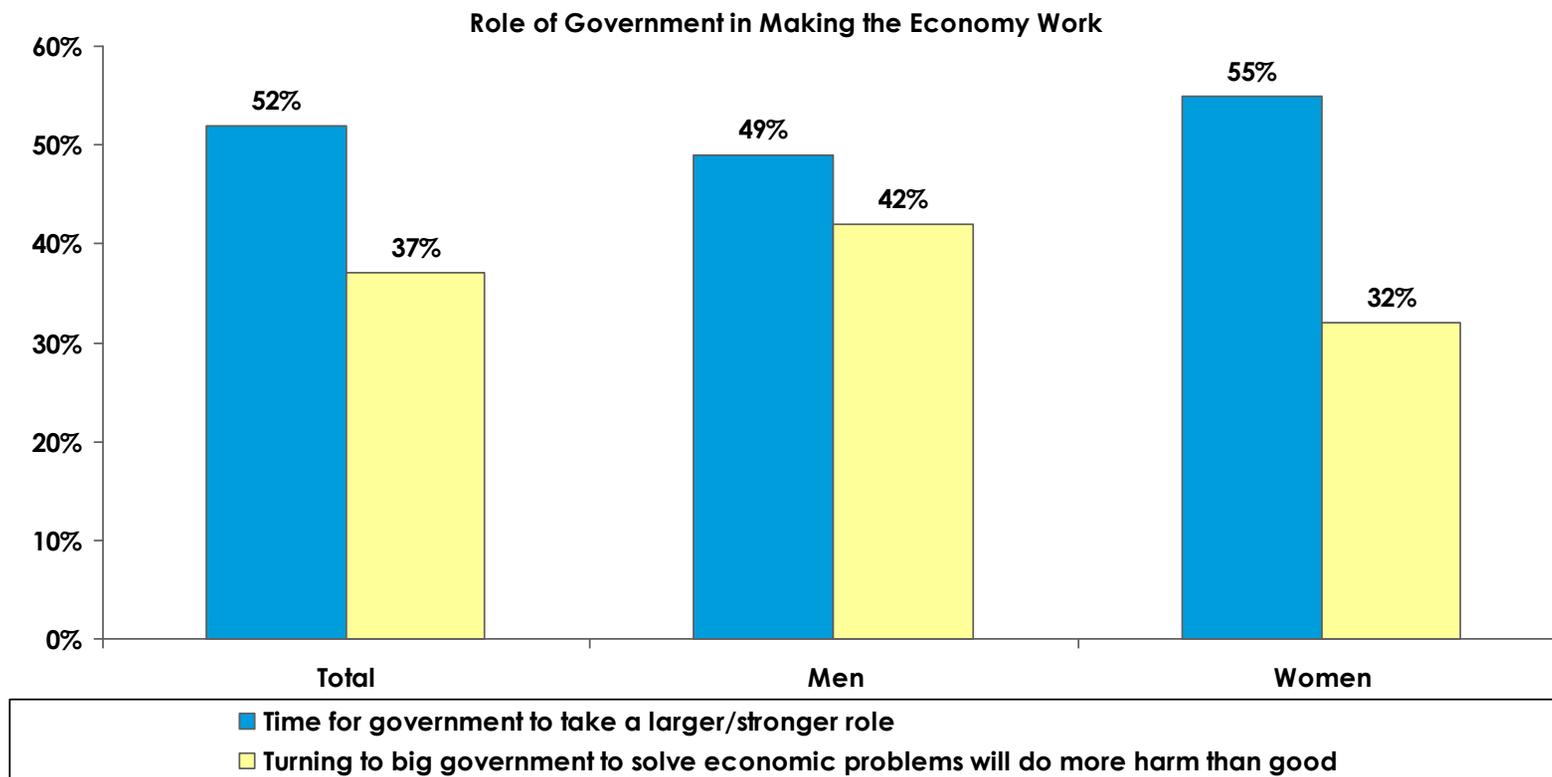
Most say the economy has had an impact on their community, with over a third saying it has had a great deal of impact. Two-thirds of Americans also believe the downturn has affected their family.



At higher rates than the public overall, Latinas and African American women say the downturn has significantly impacted their families (Latinas: 40% a great deal of impact; 34% of African-American women) and communities (36% Latinas; 29% African American women).



Though a number of Americans blame the federal government for the country's current economic situation, a majority thinks it is time for the government to take a larger and stronger role in making the economy work for the average American. In an engaged debate, half of the public favors this argument over one in opposition to government involvement. This is true among both men and women.



Over six in ten Latinas (68%), African-American women (66%), low-income women (63%) and single moms (63%) say government should be more involved in make the economy work.



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Americans are worried about several economic issues, including rising health care costs and lack of jobs that pay a sustainable wage. Women are more likely than men to say they worry about health care costs and everyday expenses like food and gas. Men worry more about debt and taxes.

| | % First and Second Choice (% First Choice) | | |
|---------------------------------------------------------------------|--------------------------------------------|-----------|-----------|
| | Total | Men | Women |
| Rising health care costs | 31% (16%) | 25% (12%) | 37% (20%) |
| Lack of jobs that pay a wage that allows you to support your family | 24% (15%) | 25% (16%) | 23% (14%) |
| Everyday expenses like food and gas | 23% (12%) | 20% (10%) | 25% (13%) |
| Federal budget deficit and national debt | 20% (10%) | 25% (13%) | 15% (7%) |
| Higher taxes | 19% (10%) | 23% (12%) | 16% (8%) |
| Losing your job | 18% (9%) | 18% (10%) | 18% (9%) |
| A secure retirement | 14% (7%) | 12% (6%) | 16% (9%) |
| Housing and mortgage costs | 9% (4%) | 9% (4%) | 8% (4%) |
| Expenses like child care or college tuition | 8% (3%) | 7% (3%) | 8% (4%) |
| CEO's bonuses and abuses on Wall Street | 7% (3%) | 8% (4%) | 6% (2%) |
| Credit card debt or other expenses | 7% (2%) | 7% (3%) | 7% (2%) |
| Decline of stock market and the financial crisis | 5% (2%) | 6% (2%) | 5% (2%) |

Forty-three percent of unemployed Americans offer lack of jobs that pay a decent wage as their first or second economic concern (28 percent first choice).

Over six in ten Americans (64%) say they are worse off economically than compared to four years ago.



Low-income women and single moms are most worried about rising health care costs, jobs, and especially everyday expenses. The cost of everyday expenses is even more a concern for them than the public overall.

| | % First and Second Choice (% First Choice) | |
|----------------------------------------------------------------------------|--------------------------------------------|------------------|
| | Low-Income Women | Single Moms |
| Rising health care costs | 39% (22%) | 30% (16%) |
| Lack of jobs that pay a wage that allows you to support your family | 22% (12%) | 24% (16%) |
| Everyday expenses like food and gas | 27% (14%) | 34% (16%) |
| Federal budget deficit and national debt | 14% (8%) | 8% (3%) |
| Higher taxes | 13% (5%) | 15% (8%) |
| Losing your job | 22% (13%) | 24% (12%) |
| A secure retirement | 12% (6%) | 14% (7%) |
| Housing and mortgage costs | 10% (4%) | 12% (4%) |
| Expenses like child care or college tuition | 10% (3%) | 15% (7%) |
| CEOs bonuses and abuses on Wall Street | 6% (2%) | 3% (2%) |
| Credit card debt or other expenses | 9% (3%) | 7% (3%) |
| Decline of stock market and the financial crisis | 4% (1%) | 3% (1%) |

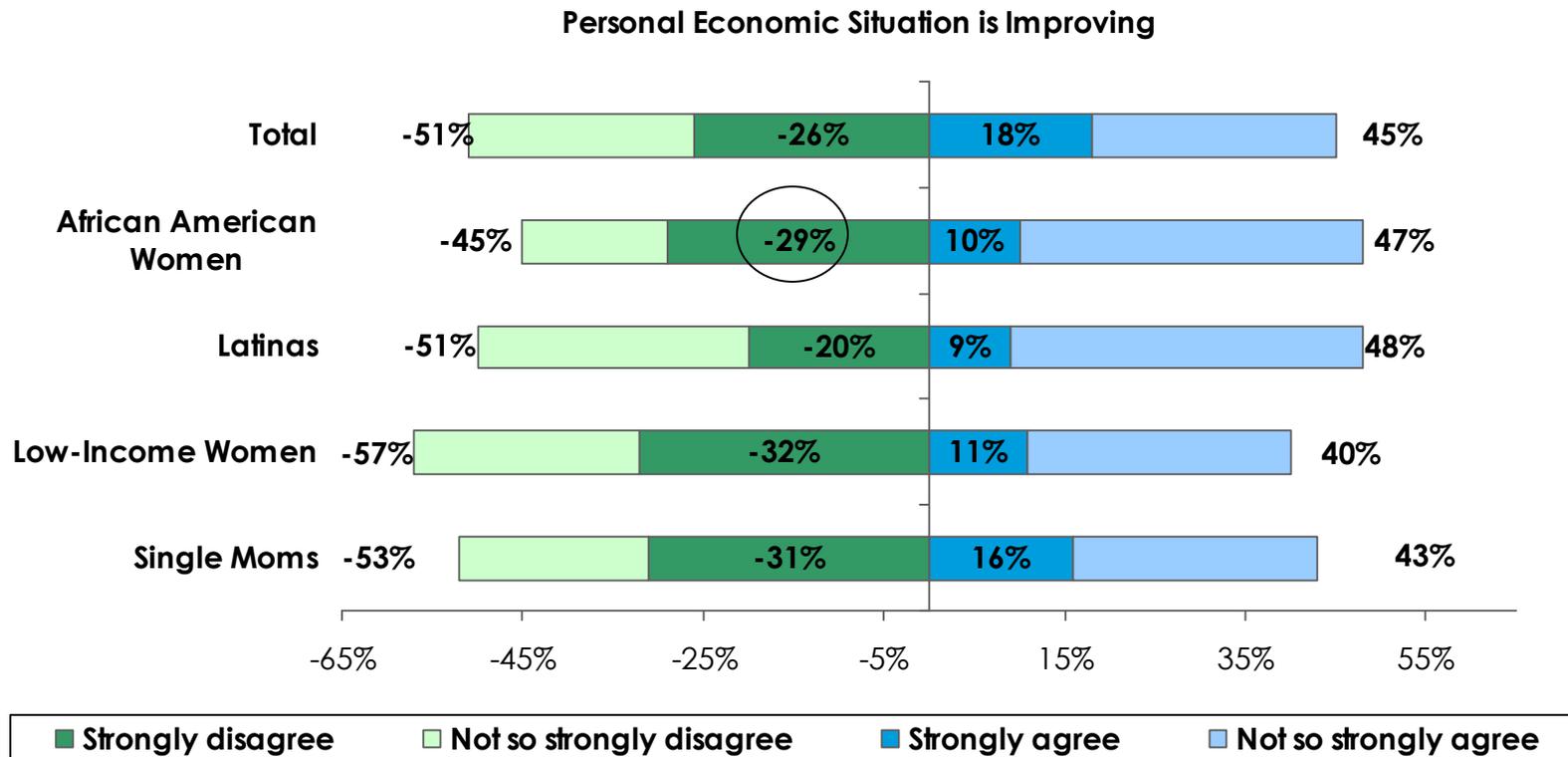


One in four Latinas say their first economic concern is losing their job. They are almost twice as likely as African American women to cite this as their primary worry. African American women are worried about rising health care costs, everyday expenses, and the lack of jobs that pay a decent wage, like much of the rest of America.

| | % First and Second Choice (% First Choice) | |
|---------------------------------------------------------------------|--------------------------------------------|-----------|
| | African American Women | Latinas |
| Rising health care costs | 35% (16%) | 21% (7%) |
| Lack of jobs that pay a wage that allows you to support your family | 28% (19%) | 29% (19%) |
| Everyday expenses like food and gas | 28% (16%) | 28% (14%) |
| Federal budget deficit and national debt | 14% (6%) | 11% (5%) |
| Higher taxes | 12% (6%) | 15% (3%) |
| Losing your job | 23% (13%) | 36% (25%) |
| A secure retirement | 13% (5%) | 10% (2%) |
| Housing and mortgage costs | 11% (5%) | 12% (5%) |
| Expenses like child care or college tuition | 7% (2%) | 11% (5%) |
| CEOs bonuses and abuses on Wall Street | 1% (-) | - |
| Credit card debt or other expenses | 11% (4%) | 8% (4%) |
| Decline of stock market and the financial crisis | 2% (1%) | 4% (1%) |

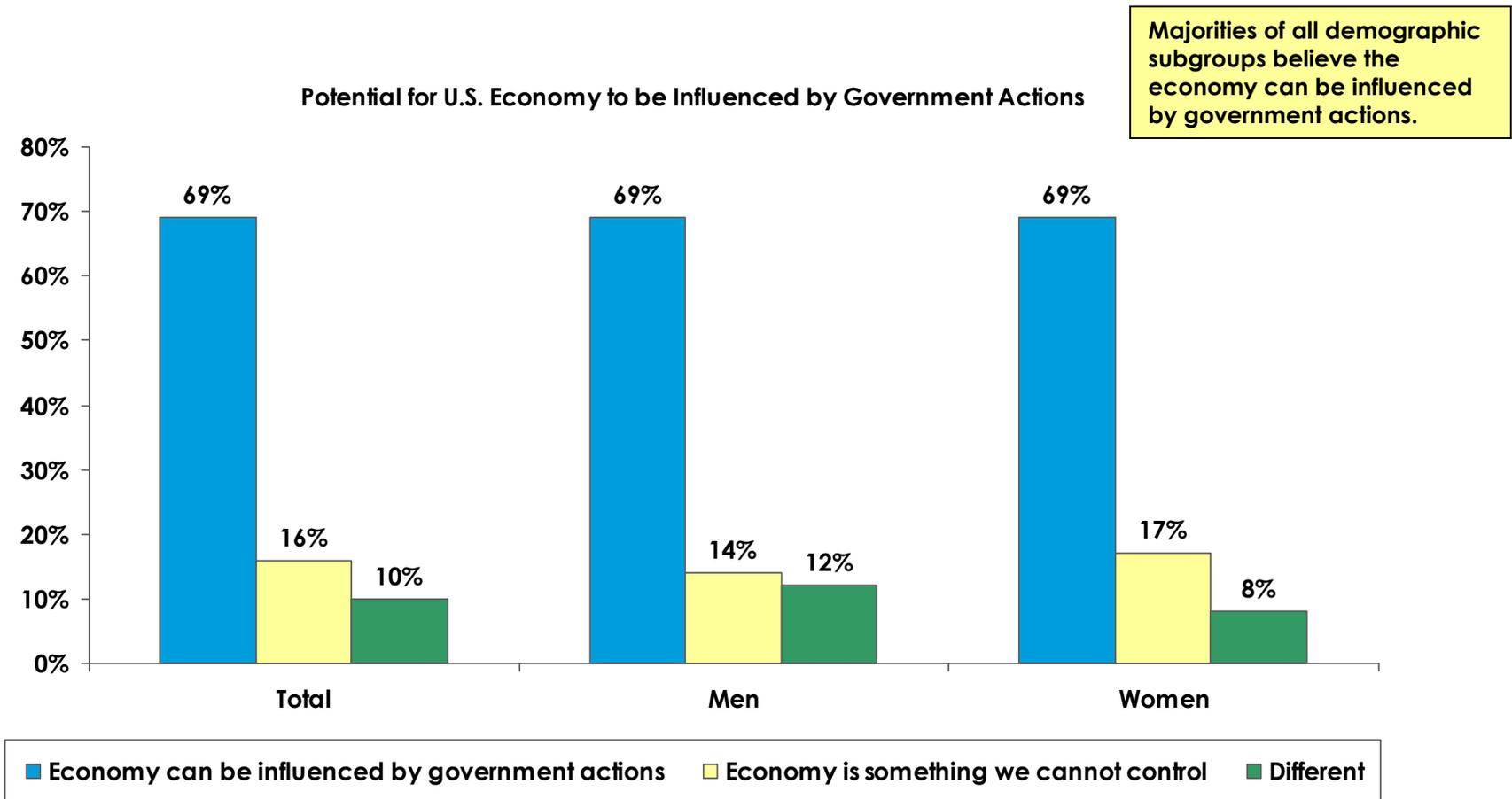


The majority of Americans do not think their own economic situation is getting better. Less than half of Latinas and African-American women say their personal economic situation is improving, and intensity is on the negative side. Additionally, a majority of low-income women and single moms do not see their own economic situation improving right now.





Despite the low confidence levels, the public believes that the economy can be influenced by government actions. Only a minority, one in six, say the economy is something that cannot be controlled. Men and women prove similar in their views.



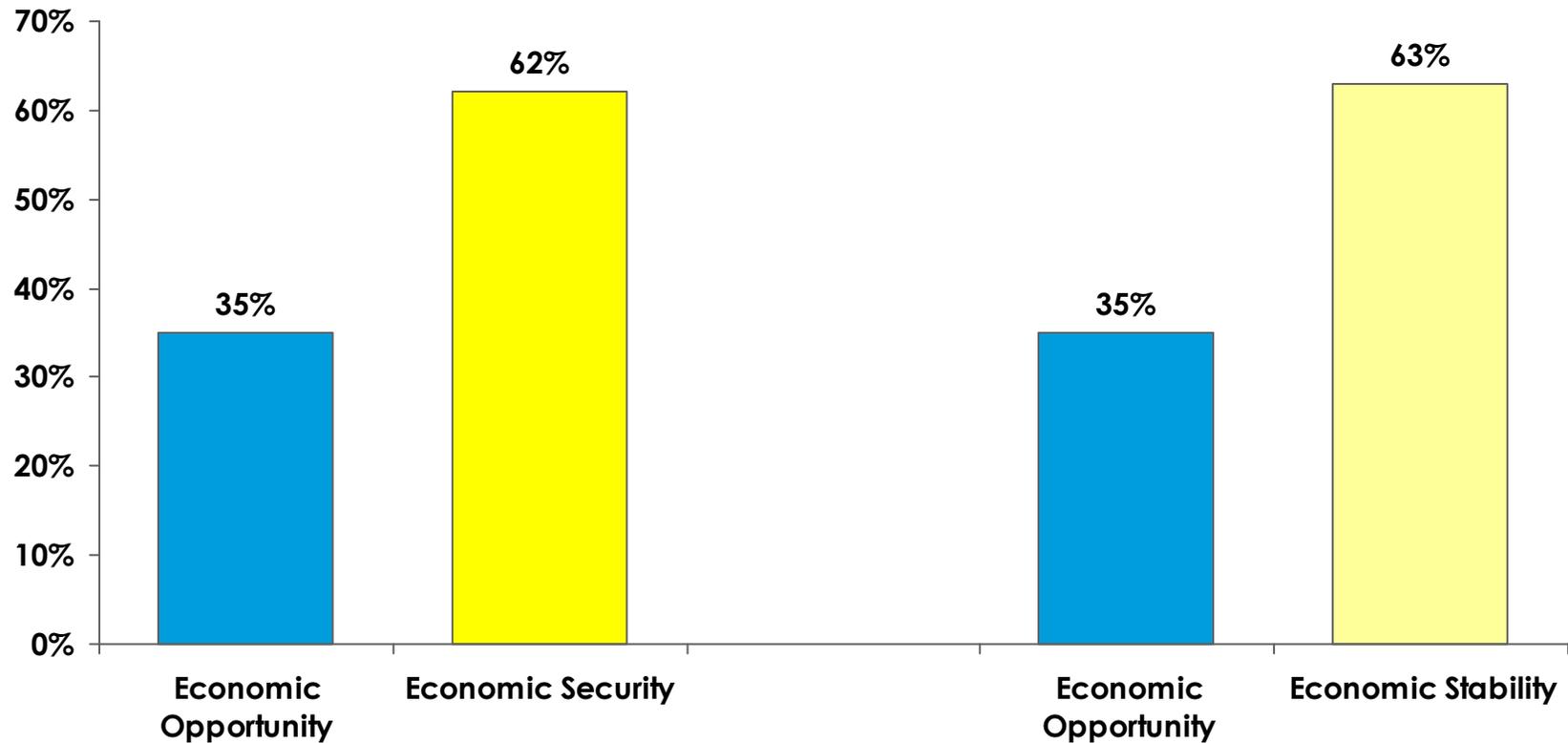


Community Voices: Aspirations, Experiences, and Looking Ahead

Stability and security mark what Americans want in the economy. It is a new dialogue.



Americans say that both economic security and economic stability are more important to them than economic opportunity.



21 *split-sampled questions

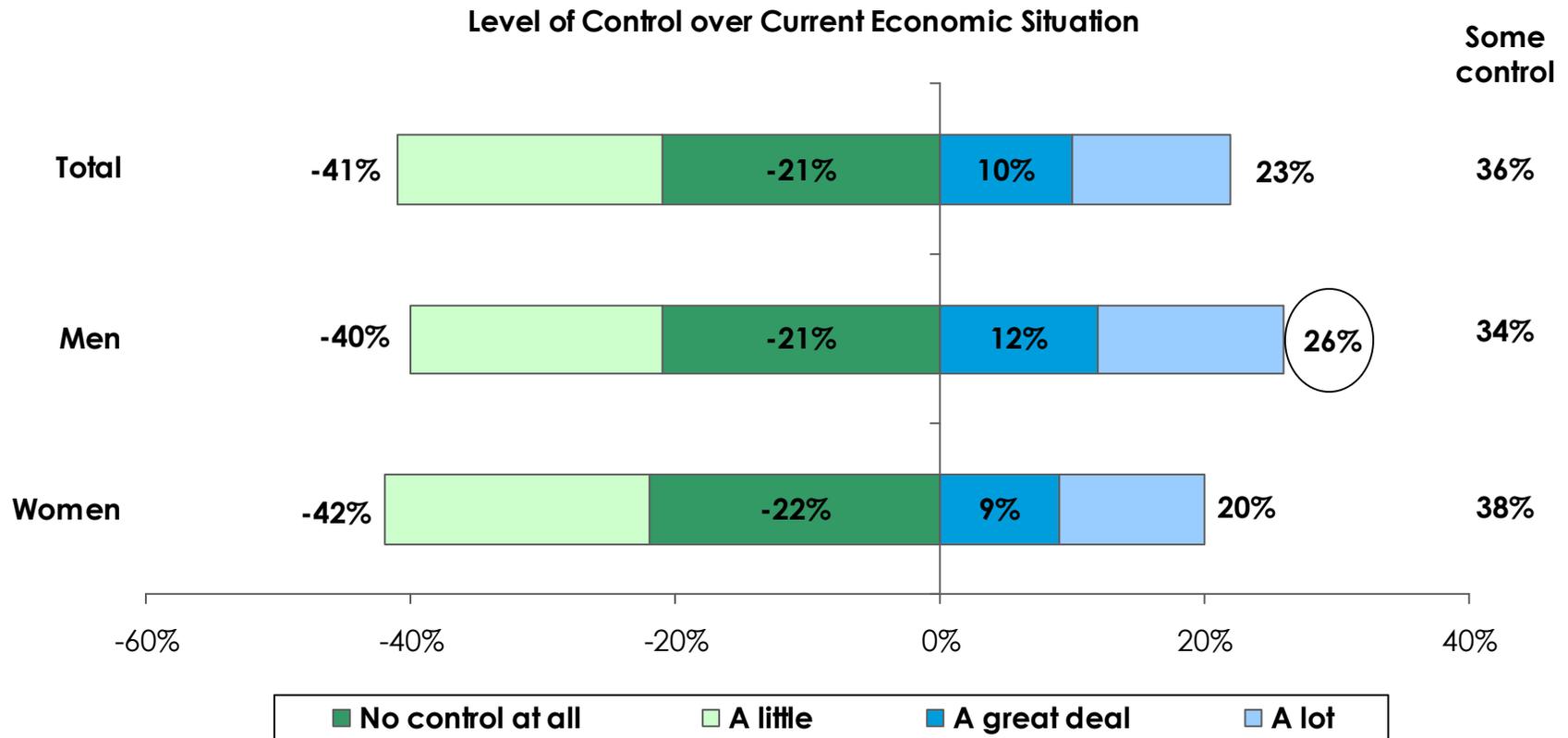


A new paradigm around economic stability has emerged. Stability in both retirement savings and health care costs are among the top factors that Americans say would increase both economic stability and economic security for families. They also think no longer having to live paycheck to paycheck is important. Again, they aspire to have job security for themselves and family members as well.

| | TOTAL | |
|------------------------------------------------------------------|---------------------------------------------------------------|----------|
| | What Needs to be in Place to Have Economic Stability/Security | |
| | Stability | Security |
| Health care costs stabilize | 39% | 36% |
| My retirement savings stabilize and increase | 38% | 39% |
| I have job security | 38% | 35% |
| My taxes go down | 36% | 31% |
| Family members have job security | 34% | 32% |
| I am no longer living paycheck to paycheck | 31% | 26% |
| I get a pay raise or a cost of living increase to my salary | 28% | 26% |
| Opportunities to learn new skills through education and training | 26% | 24% |
| Unemployment decreases | 22% | 20% |
| Work supports like child care are in place for more workers | 17% | 15% |

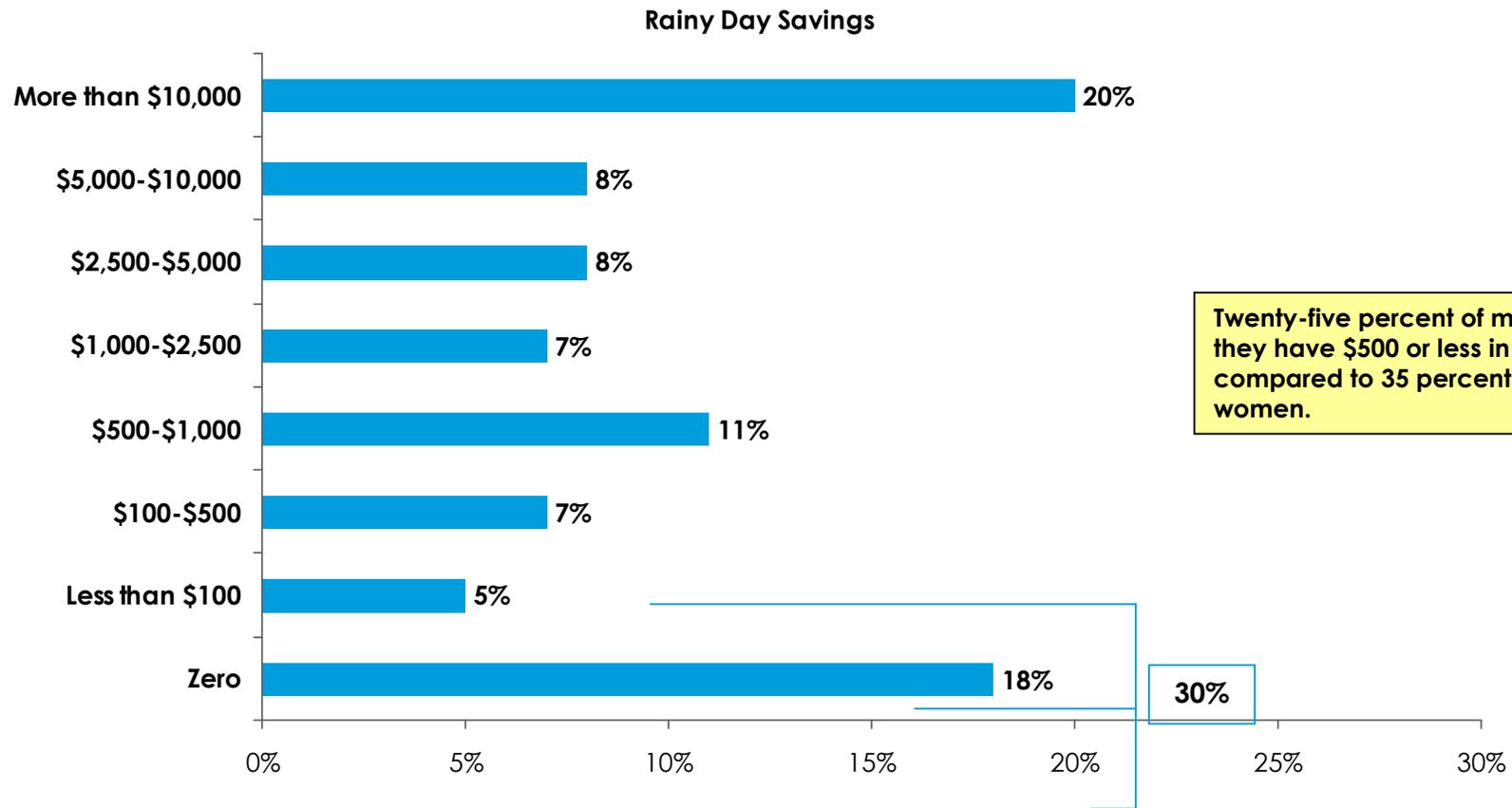


While Americans are hopeful for the future, most do not think they have significant control over their own economic situation, with about one in five saying they feel like they have no control at all. Women are less likely to say they have control, though only about a quarter of men say they have a great deal or a lot of control.





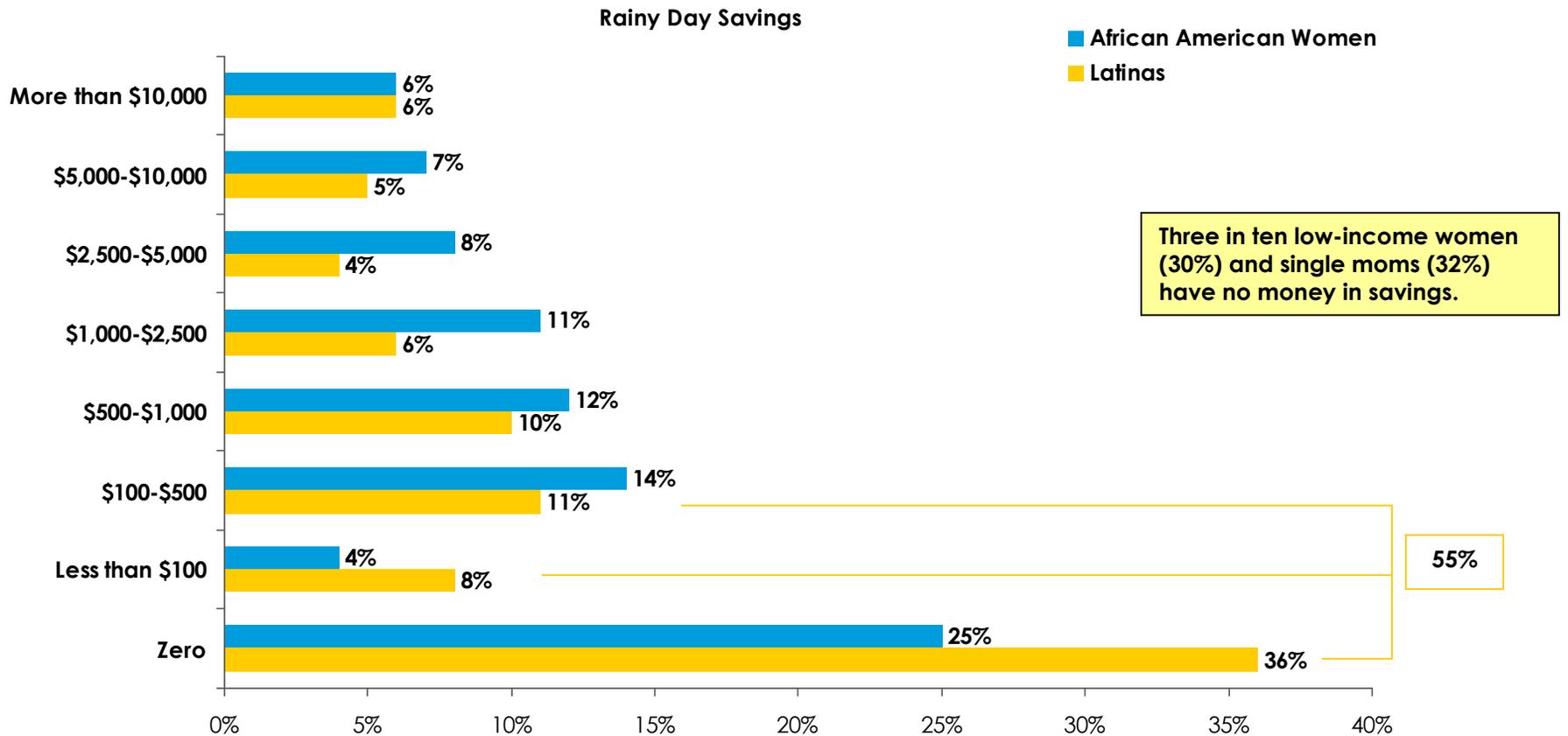
Thirty percent of Americans report having \$500 or less in savings to fall back on.



Twenty-five percent of men say they have \$500 or less in savings, compared to 35 percent of women.

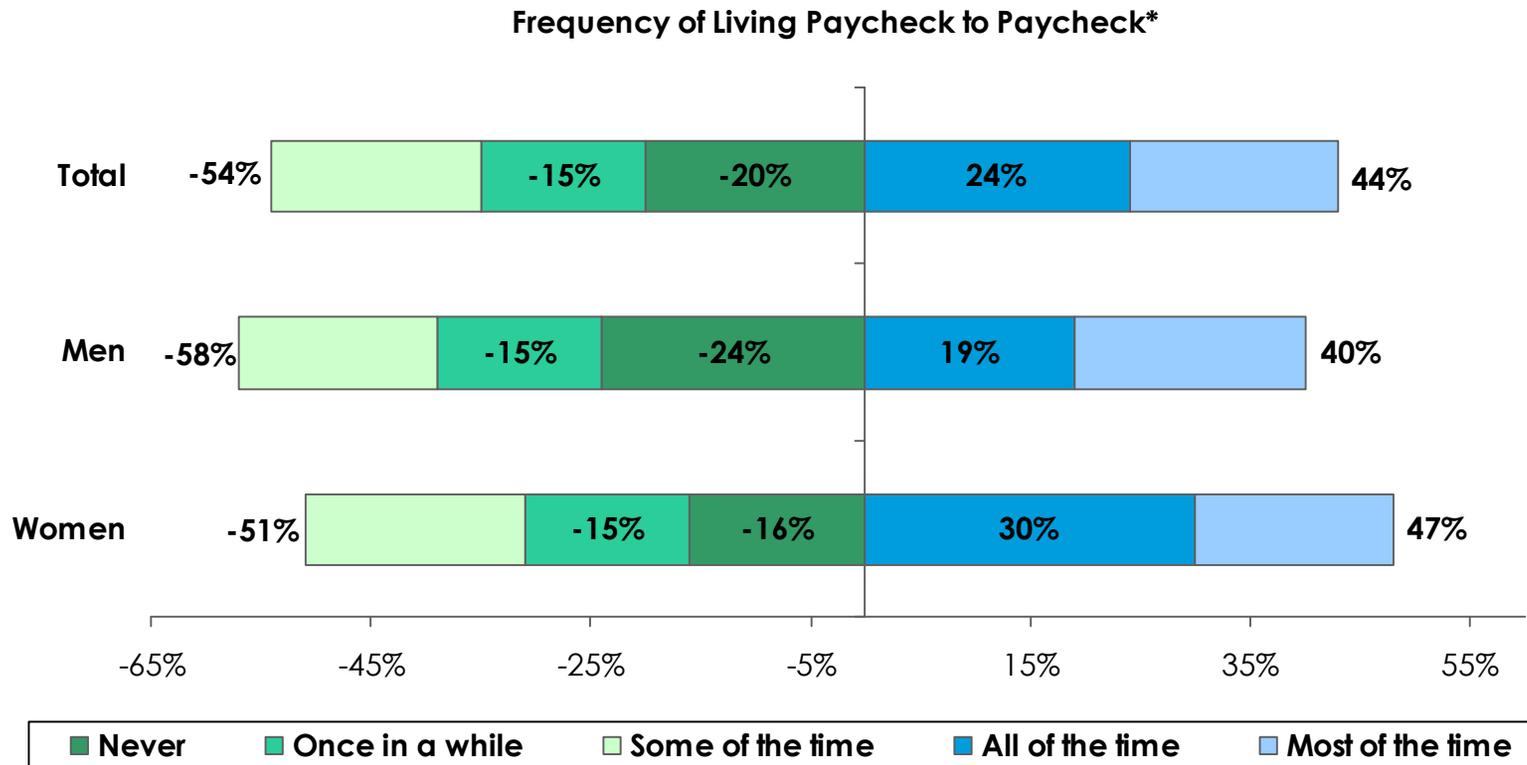


Over a third of Latinas and a quarter of African American women say they have no money in savings – higher than the national average.





Four in ten Americans report living paycheck to paycheck at least most of the time, with this being more common among women than men.



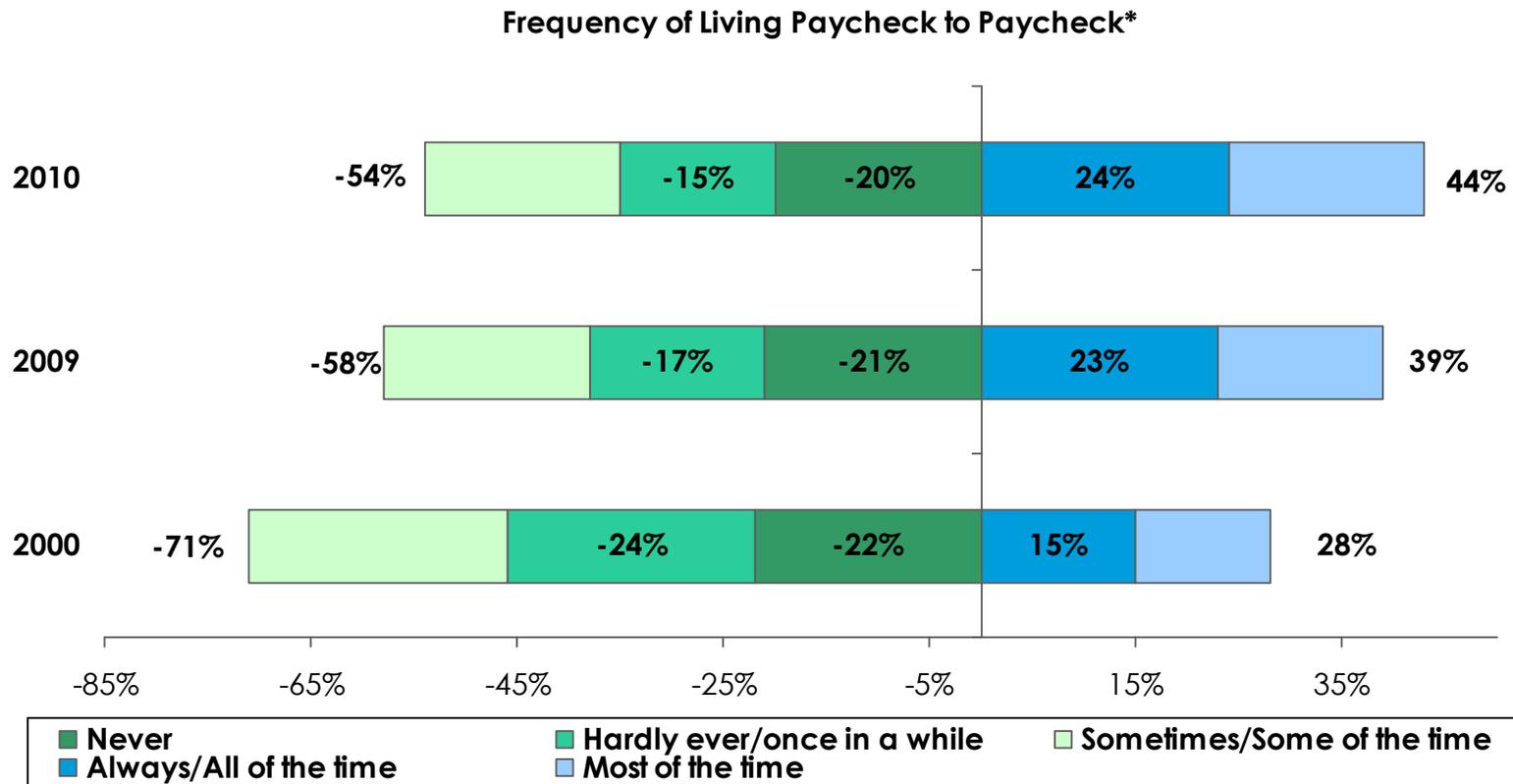
-- Half of single moms (52%) and over one third of low-income women (36%) say they live paycheck to paycheck all of the time.

-- One third of African-American women (34%) and Latinas (32%) report living paycheck to paycheck all of the time.

*split-sampled question



Ten years ago, about three in ten Americans reported that they were living paycheck to paycheck all or most of the time.

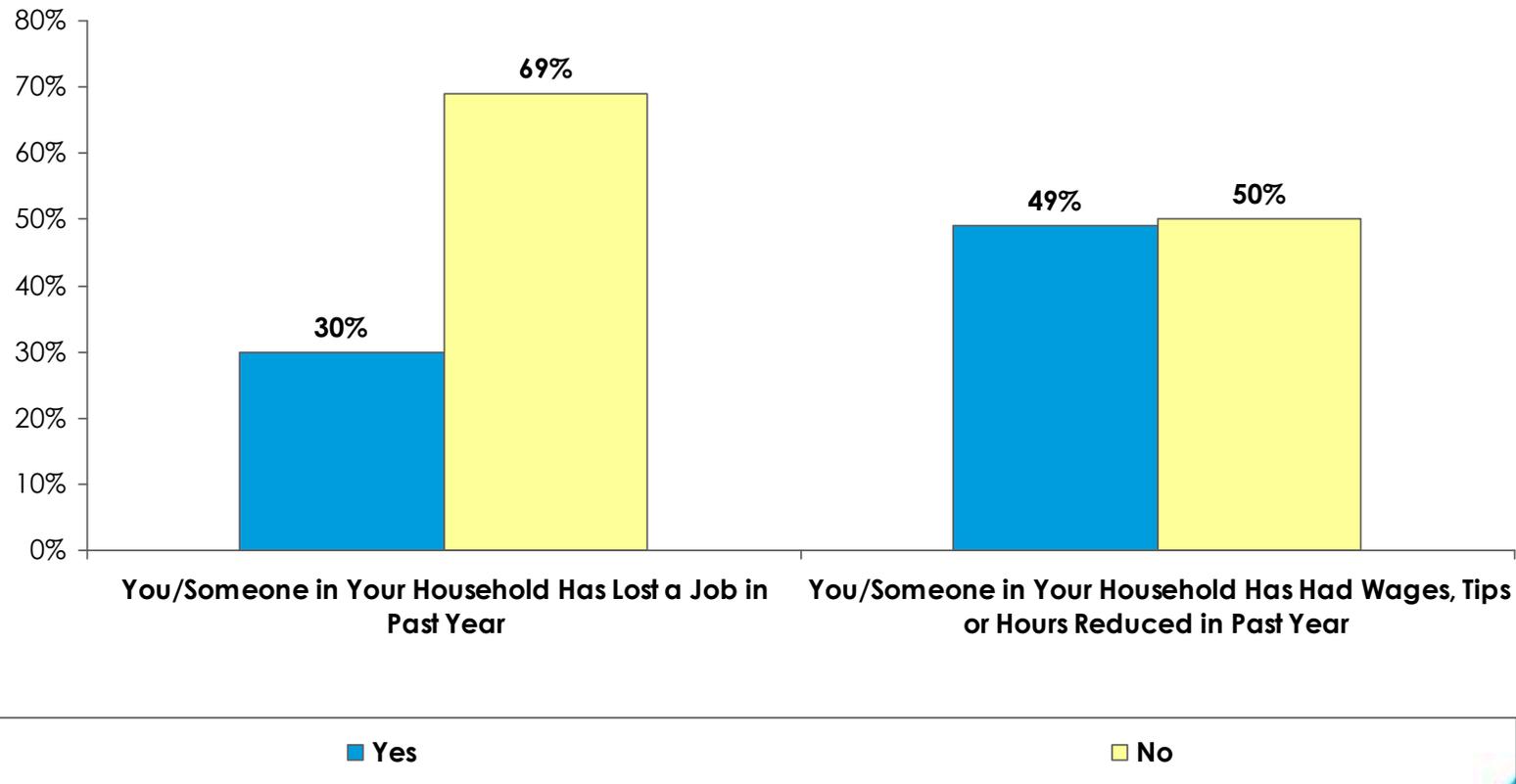


Consumer Federation of America/Bank of America: September 11-November 11, 2000 (1,637 adults nationwide);
Newsweek: January 14-January 15, 2009 (1,200 adults nationwide)

27 * Note wording change in answer categories.



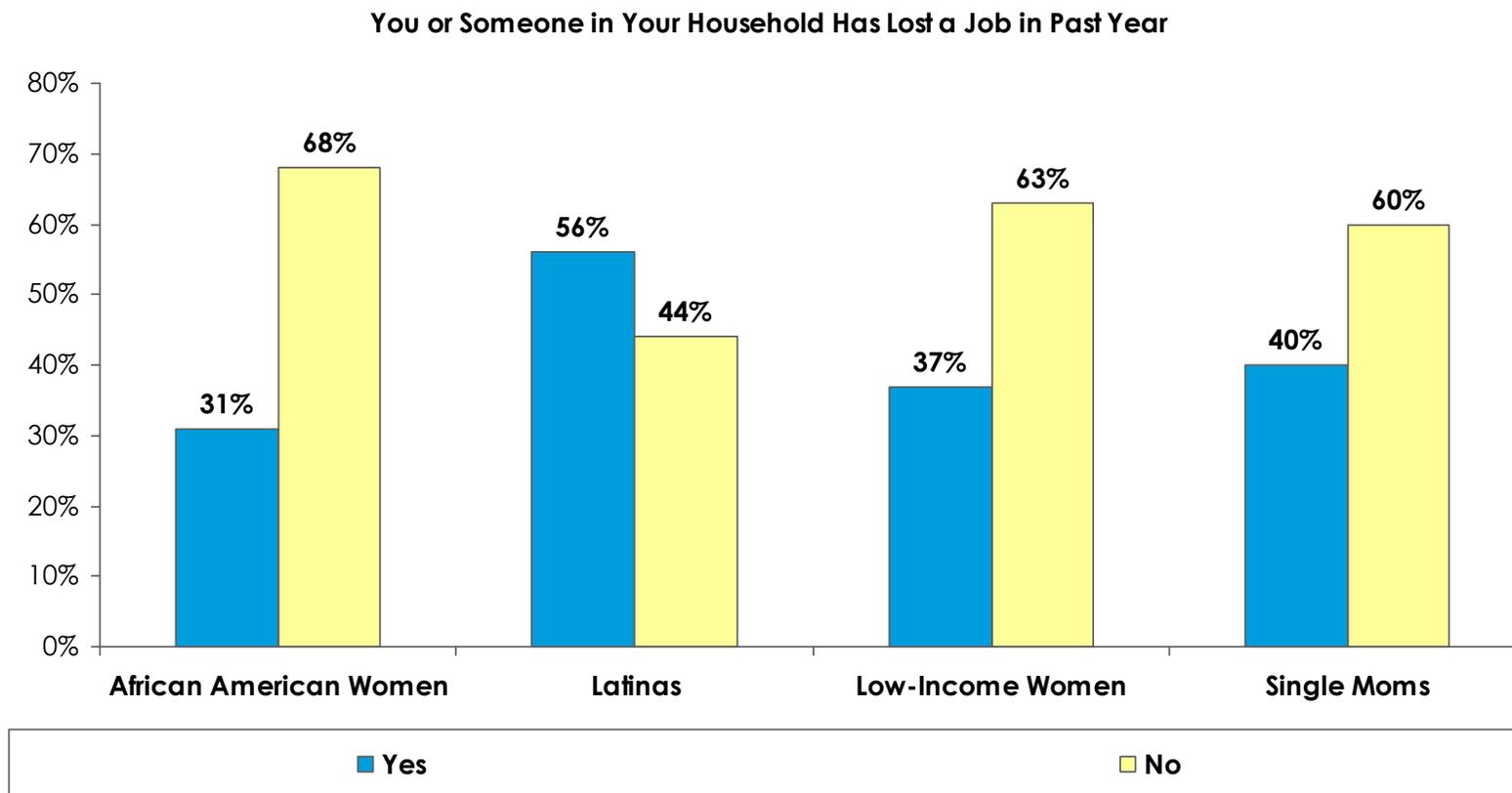
Three in ten Americans say they or someone in their household has lost a job in the past year. Americans are even more likely to have experienced a reduction in wages, hours or tips, with half saying they or someone in their household has experienced this job hardship in the past year.



*split-sampled question



More than half of Latinas report that they or someone in their household lost a job in the past year, significantly higher than the public overall and African American women. Single moms and low-income women are also somewhat more likely to have experienced job loss, either themselves or a member of their household, than the public as a whole, though not nearly as high as Latinas.

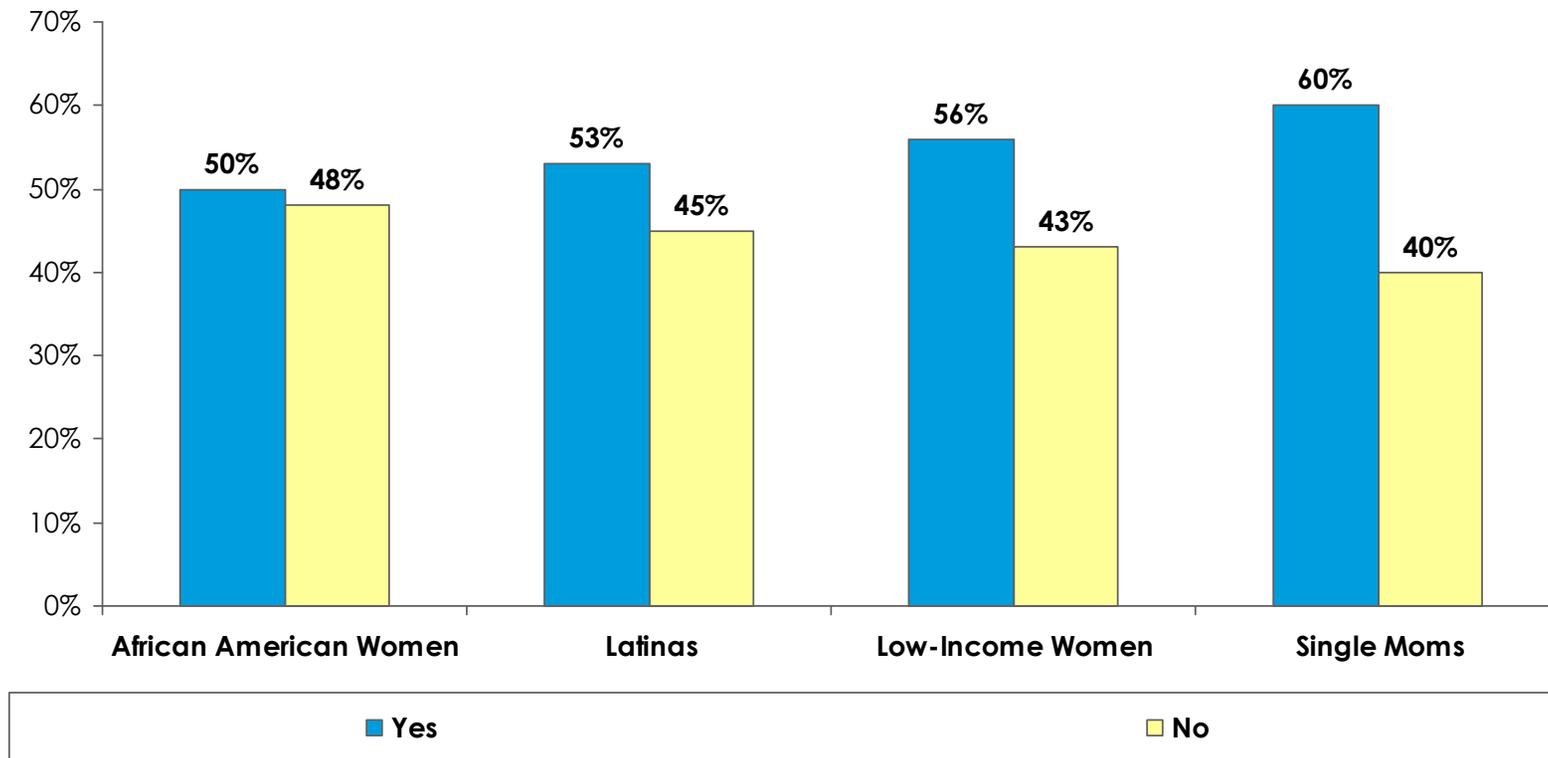


*split-sampled question



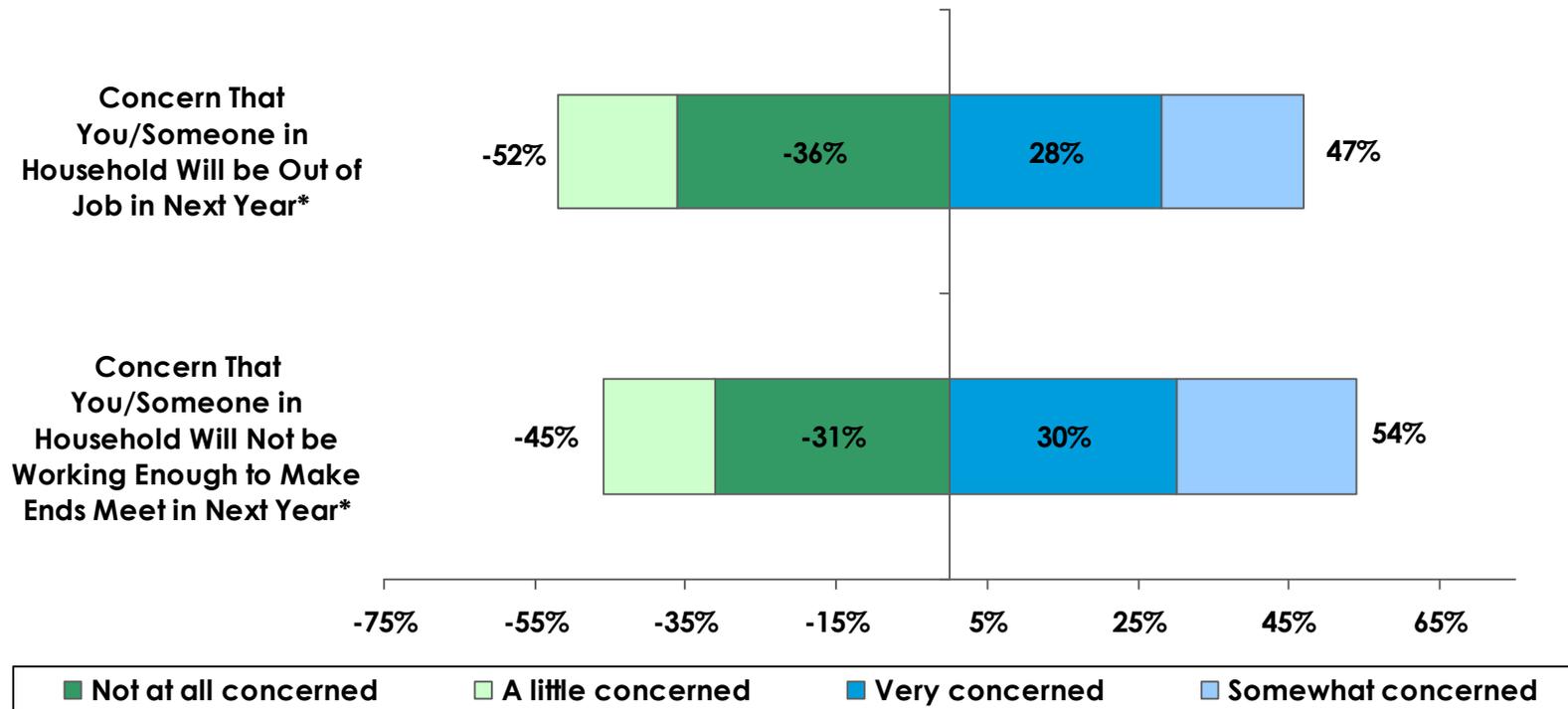
The majority of women of color say they or someone in their household has had their wages, hours or tips reduced in the past year. More than half of low-income women and single moms report that they or someone in their household has had their wages, hours or tips reduced during the past year – the highest of any of our subgroups.

You or Someone in Your Household Has Had Wages, Hours or Tips Reduced in Past Year





Thinking about the next 12 months, just under half of Americans are worried that they or someone in their household will be out of a job. Yet, more worry that they or someone in their household will not be working enough hours to make ends meet over the next year.

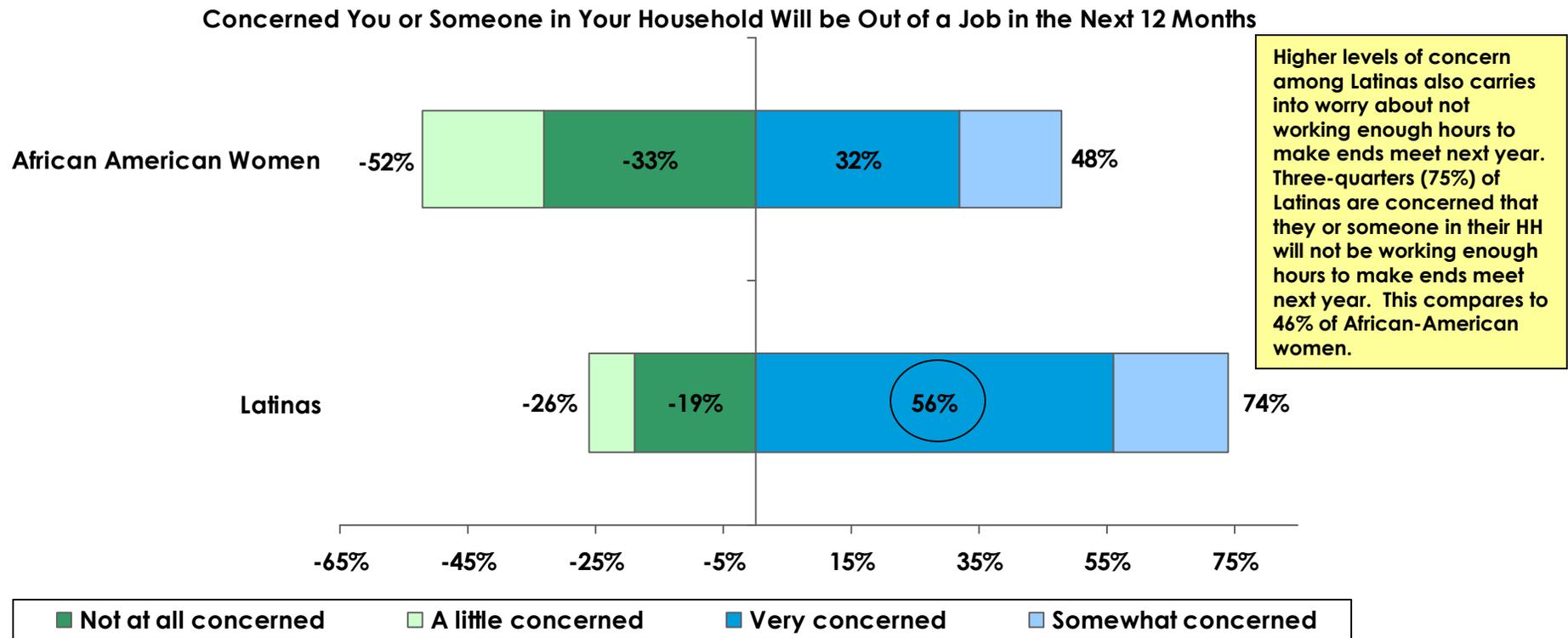


-- Concerns among single moms are acute: about half of single moms (49%) say they are very concerned that they or someone in their HH will be out of a job in the next 12 months, compared to 36% of low-income women. Additionally, 77% of single moms are concerned that they will not be working enough hours to make enough to make ends meet next year (50% strongly). Six in ten (62%) low-income women hold this concern (41% strongly).

*split-sampled question



Over half of Latinas are very concerned about job security over the next 12 months as well. About a third of African Americans say they are very concerned about job security for themselves or someone in their household, but for the majority, this is not a concern.





Goals for the Economy

People's goals and values for the economy include security, accountability, responsibility, and playing by the rules – qualities lacking in the current economy.



Americans think accountability, security, individual responsibility, opportunity, and playing by the rules are important goals for the economy. Several of the values are more likely to be extremely important for women than men, including stability, family-friendly and balance.

| | Mean (% 10/Extremely Important) | | |
|-----------------------------|---------------------------------|-----------|------------------|
| | Total | Men | Women |
| Accountability | 8.5 (54%) | 8.4 (53%) | 8.7 (56%) |
| Security | 8.6 (53%) | 8.6 (54%) | 8.6 (53%) |
| Individual responsibility | 8.5 (53%) | 8.5 (54%) | 8.5 (52%) |
| Opportunity | 8.5 (50%) | 8.4 (49%) | 8.6 (51%) |
| Play by the rules | 8.4 (50%) | 8.3 (52%) | 8.4 (48%) |
| Stability | 8.3 (44%) | 8.2 (41%) | 8.5 (48%) |
| Fairness | 7.9 (43%) | 7.7 (40%) | 8.1 (45%) |
| Mutual responsibility | 8.0 (40%) | 7.8 (36%) | 8.2 (43%) |
| Prosperity | 7.9 (36%) | 7.9 (35%) | 7.9 (36%) |
| Family-friendly | 7.5 (33%) | 7.2 (27%) | 7.7 (40%) |
| Balance | 7.5 (30%) | 7.1 (23%) | 7.8 (37%) |
| Environmentally sustainable | 7.0 (26%) | 6.6 (22%) | 7.3 (30%) |
| Everyone for themselves | 3.6 (8%) | 3.6 (9%) | 3.5 (6%) |



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They are likely to say these words do not describe today's economy well.

| | Mean (% 0-4/Not Well) | | |
|------------------------------------|-----------------------|-----------|-----------|
| | Total | Men | Women |
| Stability | 4.3 (52%) | 4.2 (54%) | 4.5 (50%) |
| Security | 4.5 (51%) | 4.4 (52%) | 4.7 (49%) |
| Play by the rules | 4.3 (50%) | 4.4 (50%) | 4.2 (51%) |
| Balance | 4.1 (50%) | 4.0 (50%) | 4.2 (49%) |
| Accountability | 4.6 (49%) | 4.6 (49%) | 4.7 (49%) |
| Fairness | 4.4 (49%) | 4.3 (51%) | 4.6 (47%) |
| Prosperity | 4.5 (47%) | 4.4 (47%) | 4.6 (48%) |
| Family-friendly | 4.5 (46%) | 4.5 (47%) | 4.6 (45%) |
| Opportunity | 5.2 (40%) | 5.1 (44%) | 5.2 (37%) |
| Mutual responsibility | 5.1 (37%) | 4.9 (40%) | 5.2 (35%) |
| Environmentally sustainable | 4.8 (37%) | 4.8 (39%) | 4.8 (36%) |
| Individual responsibility | 5.6 (32%) | 5.7 (30%) | 5.4 (33%) |
| Everyone for themselves | 6.1 (28%) | 5.9 (32%) | 6.3 (25%) |



Strong majorities of the public agree that government and corporations should join with individuals to place the common good above greed. Most Americans also believe we should prioritize creating both quality jobs and good paying jobs.

| | % Agree (% Strongly Agree) | | |
|--------------------------------------------------------------------------------------------------------------------------------------|----------------------------|------------------|------------------|
| | Total | Men | Women |
| Government and corporations should join with individuals to place common good above greed* | 87% (77%) | 83% (73%) | 91% (81%) |
| We should prioritize not just creating jobs, but creating quality jobs* | 91% (75%) | 89% (72%) | 93% (79%) |
| We should prioritize not just creating jobs, but creating good paying jobs* | 90% (74%) | 88% (70%) | 92% (77%) |
| Government and corporations should join with individuals for the common good rather than everyone being in it for themselves* | 86% (71%) | 85% (72%) | 87% (69%) |
| Inequalities in the economy hurt all of us* | 87% (70%) | 86% (65%) | 88% (74%) |
| Having a system where individuals, corporations and government are collectively responsible will strengthen our economy | 86% (66%) | 84% (65%) | 88% (68%) |

*split-sampled questions



The public also believes, though with less intensity, that the current economy lets the rich get richer and the poor get poorer. Half of women strongly agree that there are both gender and racial inequalities in the economy right now.

| | % Agree (% Strongly Agree) | | |
|--------------------------------------------------------------------------------------------------------|----------------------------|-----------|------------------|
| | Total | Men | Women |
| We should reign in corporations and focus on empowering local communities and small businesses* | 83% (63%) | 81% (63%) | 86% (64%) |
| The current economy lets the rich get richer and the poor get poorer* | 75% (61%) | 71% (58%) | 79% (64%) |
| We should reign in big businesses and focus on empowering local communities and small businesses* | 82% (60%) | 77% (58%) | 86% (62%) |
| Fixing the economy means fixing the inequality that is at the root of our economy | 70% (49%) | 66% (47%) | 73% (52%) |
| There are gender inequalities in the economy right now* | 72% (47%) | 67% (41%) | 77% (52%) |
| There are racial inequalities in the economy right now* | 64% (47%) | 60% (43%) | 68% (50%) |
| It is no longer true that if you work hard, you will be able to get ahead for yourself and your family | 59% (43%) | 57% (41%) | 60% (45%) |
| The government should focus on creating jobs even if it means increasing the deficit in the short-term | 56% (38%) | 53% (37%) | 58% (40%) |



Policy Proposals and Messaging

Americans say that affordable health care, equal pay and benefits, and lower taxes are personally important to them. These are also among the policies they say are most likely to improve the economy.



The top items on the policy agenda are similar for men and women. While men say lower taxes would be most important to them, women point to equal pay and benefits and health care that is more available and affordable and not dependent on your job. Discrimination, child care, and flex time are much more important to women.

| | % Personally Important (% One of the Most Important) | | |
|----------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|------------------|------------------|
| | Total | Men | Women |
| Lower taxes | 71% (38%) | 67% (39%) | 75% (38%) |
| Equal pay and benefits for men and women | 74% (37%) | 68% (32%) | 79% (41%) |
| Health care that is more available and affordable, and that is not dependent on your job | 72% (36%) | 65% (31%) | 80% (41%) |
| More jobs with decent wages and benefits for low-income families | 73% (32%) | 68% (28%) | 78% (36%) |
| More affordable education and training opportunities | 69% (32%) | 65% (30%) | 73% (33%) |
| End discrimination based on race, gender and age | 63% (27%) | 57% (26%) | 69% (29%) |
| Providing some income to workers when they take family and medical leave to care for a new baby, a sick child or an aging parent | 61% (23%) | 55% (21%) | 68% (25%) |
| Flexible and alternative work schedules | 47% (17%) | 39% (16%) | 55% (18%) |
| Available and affordable child care | 51% (16%) | 44% (12%) | 57% (19%) |



Lake Scott Perry Morris Nislow Geoff Ulbert

*split-sampled questions



When framed as what would most likely help get the economy back on track, jobs with decent wages and benefits and more affordable education and training opportunities top the list.

| | % Likely to Improve Economy (% Very Likely) | | |
|-----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|------------------|------------------|
| | Total | Men | Women |
| More jobs with decent wages and benefits for low-income families | 88% (61%) | 85% (58%) | 91% (64%) |
| More affordable education and training opportunities | 85% (59%) | 81% (60%) | 89% (58%) |
| Lower taxes | 79% (56%) | 76% (56%) | 81% (55%) |
| Equal pay and benefits for men and women | 79% (52%) | 74% (44%) | 84% (61%) |
| Health care that is more available and affordable, and that is not dependent on your job | 75% (46%) | 72% (42%) | 79% (51%) |
| Available and affordable child care | 71% (37%) | 65% (34%) | 77% (41%) |
| End discrimination based on race, gender and age | 62% (37%) | 56% (33%) | 68% (42%) |
| Providing some income to workers when they take family and medical leave to care for a new baby, a sick child or an aging parent | 67% (36%) | 58% (31%) | 75% (42%) |
| Flexible and alternative work schedules | 64% (33%) | 55% (28%) | 74% (38%) |

*split-sampled questions



More jobs with decent wages and benefits for low-income families is most important to African American women. Lower taxes tops the list for Latinas.

| | % Personally Important (% One of the Most Important) | |
|----------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|------------------|
| | African American Women | Latinas |
| Lower taxes | 74% (42%) | 88% (51%) |
| Equal pay and benefits for men and women | 88% (47%) | 64% (32%) |
| Health care that is more available and affordable, and that is not dependent on your job | 92% (47%) | 84% (30%) |
| More jobs with decent wages and benefits for low-income families | 93% (51%) | 92% (45%) |
| More affordable education and training opportunities | 87% (29%) | 86% (26%) |
| End discrimination based on race, gender and age | 79% (43%) | 81% (39%) |
| Providing some income to workers when they take family and medical leave to care for a new baby, a sick child or an aging parent | 78% (25%) | 67% (30%) |
| Flexible and alternative work schedules | 58% (14%) | 76% (19%) |
| Available and affordable child care | 79% (34%) | 55% (15%) |

*split-sampled questions



Top messages emphasize giving families what they need to support themselves rather than perpetuating their struggle to make ends meet. In addition, language about securing the future for the next generation is also compelling.

[FAMILY ECONOMICS] The United States should be among the best places in the world to live and raise a family, but you would not know that by looking at our economy right now. Everyday, families across the country struggle to make ends meet and cover basic expenses. All people should have the tools and resources necessary to support themselves and their family. In putting our economy back on track, we also need to put our values back into the economy.

[WOMEN IN THE WORKFORCE] Today, women make up half of the workforce and head households across the country. Yet discrimination and a lack of training often prevent women from accessing well-paying jobs. Women make up nearly 70 percent of minimum or below-minimum-wage workers. As women take on more financial responsibility, particularly in these economic times, we need to make sure they have access to job training, work supports and opportunities in all industries. Everyone should have a fair chance to support themselves and their families.

[FUTURE GENERATION] Fixing the inequities in our current economy is not just good for workers and families today, it will also help future generations. By helping create more equitable conditions in our economic systems, we are creating stronger communities and securing the future for the next generation of workers. Everyone deserves a fair chance to achieve his or her full potential and we should all share a sense of responsibility for each other and for helping to rebuild America.

[CORPORATE POWER] Our economy has become too much about profit for big business at the expense of people. In this recession, we've seen corporations close plants and lay off workers with no warning or concern for the communities they leave behind. We've seen banks take advantage of families by creating loans designed to keep them in debt. All of these practices led to the problems we're facing now. We need to balance things out by increasing oversight of corporations and banks, and giving more power to communities.



Language about an economy that makes either economic stability or security more real is effective, too.

[STABILITY] Right now, our economic system does not give all of those who are willing to work hard a sense of stability. Rather, it maintains barriers that prevent more people from getting ahead and having the stability they need to take care of their families. There's something very wrong when people who are responsible and work hard still have to live paycheck to paycheck. We need an economy that makes economic stability real for more workers and their families.

[SECURITY] Right now, our economic system does not give all of those who are willing to work hard a sense of security. Rather, it maintains barriers that prevent more people from getting ahead and having the security they need to take care of their families. There's something very wrong when people who are responsible and work hard still have to live paycheck to paycheck. We need an economy that makes economic security, not struggle, real for more workers and their families.

[CORPORATE POWER - CEOS] Our economy has become about creating profit for a select few while the rest of our incomes stay flat. Even during the recession, CEOs have gotten paychecks of more than \$10 million while corporations close plants and lay off workers with no warning or concern for the communities they leave behind. Many of these practices led to the problems we're facing now. We need to balance things out by increasing oversight of corporations and banks, and giving more power to communities.

[AMERICAN DREAM] For generations, people from all over the world have come here in pursuit of the American Dream, which is based on a promise of equal opportunity. In turn, there is a promise of prosperity for anyone who is willing to work hard. However, the American Dream is threatened by conditions in our economic system that set up barriers to equal opportunity. Everyone in our society should have the chance to move forward, no matter where they start out.



Messaging about achieving balance in the economy and creating public jobs is in a lower tier, with just under half saying these messages are very convincing.

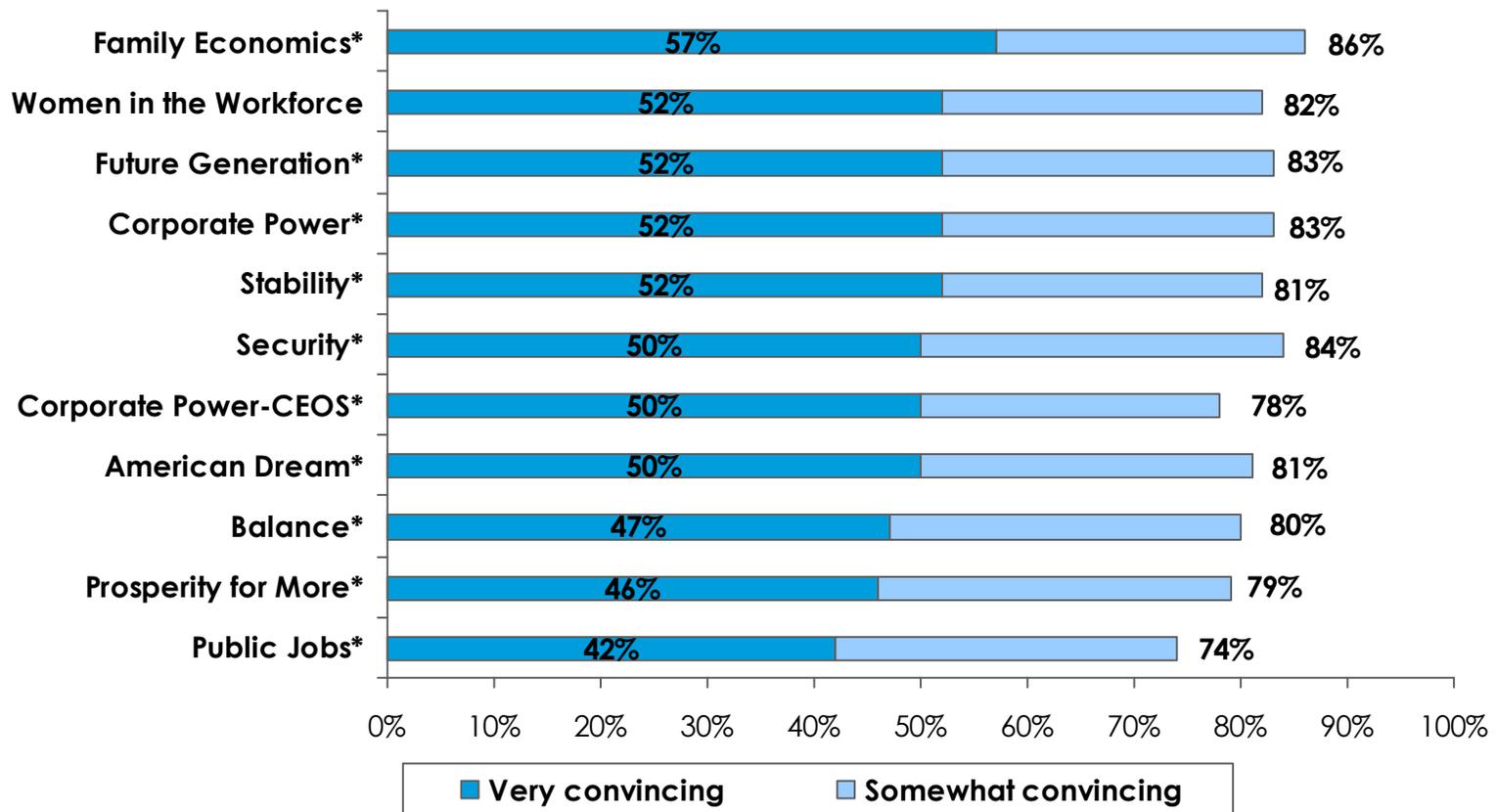
[BALANCE] We need to bring balance back to the economy to make the U.S. economy strong again. Often people are asked to work without the pay or benefits to meet their family responsibilities, and our economy often jeopardizes families' well-being, communities, and the environment for short term profits. We don't have to choose: we can balance a strong economy with a sustainable environment and good labor practices that support our families.

[PROSPERITY FOR MORE] We need an economy that encourages prosperity for more people and allows everyone who is willing to work hard to achieve their full potential. Our current economic system hurts more people than it helps. Even though so many Americans are willing to work hard, the promise of prosperity is so often elusive because of the barriers to equal opportunity. To get our economy going again, we need solutions that make economic security and prosperity real for more Americans.

[PUBLIC JOBS] Even though many people say the economy is recovering, unemployment continues to worsen. The unemployment rate hit 10.2% - the highest it has been in 26 years - and it has been even higher for some sectors. Until the private sector can create the jobs to keep up with the needs of our population, the government should step in and fill the gap. We need a public service jobs program that will put people back to work and give them skills they can use in industries that will grow when the economy is back on track.



Americans respond to messages that discuss the need to make changes in the economy in order to enable families and empower communities.



*split-sampled questions



“Family Economics” is top for both men and women. Sixty percent of women say language about women in the workforce is very convincing.

| | % Convincing (% Very Convincing) | |
|-------------------------------|----------------------------------|------------------|
| | Men | Women |
| Family Economics* | 81% (54%) | 90% (60%) |
| Women in the Workforce | 77% (44%) | 87% (60%) |
| Future Generation* | 77% (49%) | 88% (55%) |
| Corporate Power* | 79% (48%) | 87% (57%) |
| Stability* | 79% (47%) | 83% (56%) |
| Security* | 81% (47%) | 87% (53%) |
| Corporate Power-CEOS | 74% (45%) | 82% (55%) |
| American Dream* | 79% (45%) | 83% (54%) |
| Balance* | 79% (45%) | 80% (48%) |
| Prosperity for More* | 77% (44%) | 82% (48%) |
| Public Jobs* | 69% (35%) | 79% (48%) |



“Women in the workforce” is a persuasive message to women of color. “Corporate Power” also works for these women, with a special emphasis on CEOs to African American women. “Family Economics” is strong to Latinas.

| | % Convincing (% Very Convincing) | |
|------------------------|----------------------------------|------------------|
| | African American Women | Latinas |
| Family Economics* | 85% (57%) | 99% (73%) |
| Corporate Power* | 90% (58%) | 91% (66%) |
| Future Generation* | 96% (54%) | 96% (64%) |
| Women in the Workforce | 95% (63%) | 95% (68%) |
| Stability* | 93% (52%) | 95% (65%) |
| Security* | 90% (64%) | 97% (65%) |
| American Dream* | 88% (58%) | 94% (64%) |
| Corporate Power-CEOs | 92% (65%) | 92% (55%) |
| Prosperity for More* | 89% (59%) | 96% (64%) |
| Balance* | 90% (56%) | 91% (60%) |
| Public Jobs* | 90% (59%) | 95% (54%) |

*split-sampled questions



“Women in the Workforce” and “Stability” are compelling to single moms. The women-focused message and stability are also effective among low-income women, as is “Family Economics” and its populist economics.

| | % Convincing (% Very Convincing) | |
|------------------------|----------------------------------|------------------|
| | Low-Income Women | Single Moms |
| Family Economics* | 90% (66%) | 98% (64%) |
| Corporate Power* | 92% (62%) | 89% (61%) |
| Future Generation* | 93% (59%) | 91% (66%) |
| Women in the Workforce | 94% (63%) | 90% (70%) |
| Stability* | 89% (61%) | 91% (70%) |
| Security* | 91% (58%) | 97% (59%) |
| American Dream* | 87% (56%) | 85% (60%) |
| Corporate Power-CEOS | 90% (62%) | 86% (57%) |
| Prosperity for More* | 88% (53%) | 92% (58%) |
| Balance* | 86% (52%) | 83% (57%) |
| Public Jobs* | 88% (51%) | 86% (56%) |

*split-sampled questions