

1. How important do you think sleeping better is for your ability to achieve your dreams, goals and ambitions? Would you say it is ...?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	21-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1000	436	564	173	360	450	203	213	346	190	224	363	223
Weighted	1000	487	513	299	377	307	234	221	319	186	221	367	226
Very important	654 65%	306 63%	348 68%	201 67%	257 68% E	182 59%	182 78% GH	142 64%	183 57%	114 61%	143 65%	244 66%	153 68%
Somewhat Important	269 27%	136 28%	133 26%	80 27%	99 26%	90 29%	37 16%	65 29% F	105 33% F	54 29%	64 29%	99 27%	52 23%
Somewhat un-important	18 2%	9 2%	9 2%	4 1%	6 2%	8 3%	6 2%	4 2%	7 2%	6 3%	3 2%	4 1%	5 2%
Not important at all	50 5%	34 7% B	16 3%	13 4%	12 3%	23 7% D	7 3%	9 4%	23 7%	12 6%	10 4%	17 5%	10 5%
(NOT READ) I don't have any dreams	4 0%	2 0%	3 1%	0 -	1 0%	2 1%	1 0%	1 0%	0 -	1 0%	0 -	1 0%	3 1%
(DK/NS)	5 0%	1 0%	4 1%	1 0%	1 0%	2 1%	1 1%	0 -	1 0%	0 0%	1 0%	2 1%	2 1%
Summary													
Top2Box (Important)	923 92%	441 91%	482 94%	281 94%	356 94% E	272 89%	219 94%	207 94%	288 90%	168 90%	207 94%	343 93%	205 91%
Low2Box (Not important)	68 7%	43 9% B	25 5%	17 6%	19 5%	31 10% D	13 5%	13 6%	30 10%	18 9%	13 6%	22 6%	16 7%

1. How important do you think sleeping better is for your ability to achieve your dreams, goals and ambitions? Would you say it is ...?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base

		Children		Education			Employment Status				Marital Status		Race			
	Total	Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Base: All respondents	1000	280	687	351	297	341	419	104	150	304	564	371	144	711	95	45
Weighted	1000	328	640	487	236	266	442	117*	183	234	542	390	134	690	122*	50*
Very important	654 65%	219 67%	413 65%	330 68%	158 67%	158 59%	280 63%	81 69%	134 73% I	144 62%	339 62%	265 68%	104 78% M	431 62%	84 69%	34 68%
Somewhat Important	269 27%	89 27%	172 27%	117 24%	63 27%	88 33% C	138 31%	26 23%	39 21%	61 26%	169 31% K	90 23%	21 16%	206 30% L	32 26%	10 19%
Somewhat un-important	18 2%	6 2%	13 2%	9 2%	4 2%	5 2%	3 1%	6 5% F	2 1%	7 3% F	7 1%	10 3%	2 2%	14 2%	1 1%	0 1%
Not important at all	50 5%	12 4%	35 6%	25 5%	8 3%	14 5%	20 5%	3 3%	8 4%	16 7%	23 4%	21 5%	3 3%	33 5%	5 4%	6 12% L
(NOT READ) I don't have any dreams	4 0%	0 -	4 1%	2 1%	2 1%	0 0%	0 -	0 -	1 1%	3 1% F	2 0%	2 1%	2 1%	3 0%	0 -	0 -
(DK/NS)	5 0%	2 1%	3 0%	2 0%	1 0%	1 0%	1 0%	1 1%	0 -	3 1%	2 0%	2 0%	2 1%	3 0%	0 -	0 -
Summary																
Top2Box (Important)	923 92%	308 94%	585 91%	448 92%	221 94%	246 92%	417 94% I	107 91%	173 94%	205 88%	508 94%	355 91%	125 93%	637 92%	115 95%	44 88%
Low2Box (Not important)	68 7%	18 5%	48 7%	34 7%	13 5%	19 7%	24 5%	9 8%	9 5%	23 10%	30 6%	31 8%	6 4%	47 7%	6 5%	6 12%

2. How related do you think having a good night's sleep is to your ability to function well the next day? Would you say it is...?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	21-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1000	436	564	173	360	450	203	213	346	190	224	363	223
Weighted	1000	487	513	299	377	307	234	221	319	186	221	367	226
Highly related	752 75%	341 70%	411 80% A	221 74%	283 75%	235 76%	183 78%	166 75%	234 73%	147 79%	161 73%	280 76%	164 73%
Somewhat related	193 19%	111 23% B	82 16%	63 21%	74 20%	54 18%	34 15%	46 21%	73 23% F	36 19%	44 20%	65 18%	48 21%
Not very related	18 2%	9 2%	9 2%	7 2%	4 1%	6 2%	6 3%	3 1%	2 1%	3 2%	4 2%	7 2%	4 2%
Not related at all	29 3%	22 5% B	7 1%	5 2%	14 4%	10 3%	8 3%	4 2%	8 2%	1 0%	12 5% I	10 3%	7 3%
(DK/NS)	8 1%	4 1%	4 1%	3 1%	2 0%	2 1%	2 1%	2 1%	2 1%	0 -	0 -	5 1%	4 2%
Summary													
Top2Box (Related)	945 94%	452 93%	493 96%	284 95%	357 95%	289 94%	217 93%	212 96%	307 96%	182 98% J	205 93%	346 94%	212 94%
Low2Box (Not related)	47 5%	31 6%	16 3%	12 4%	18 5%	16 5%	14 6%	7 3%	10 3%	4 2% I	16 7%	17 5%	10 5%

2. How related do you think having a good night's sleep is to your ability to function well the next day? Would you say it is...?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base

		Children		Education			Employment Status				Marital Status		Race			
	Total	Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
Base: All respondents	1000	280	687	351	297	341	419	104	150	304	564	371	144	711	95	45
Weighted	1000	328	640	487	236	266	442	117*	183	234	542	390	134	690	122*	50*
Highly related	752 75%	241 73%	493 77%	362 74%	189 80%	195 73%	324 73%	89 76%	145 79%	181 77%	402 74%	301 77%	90 67%	526 76% L	97 80%	37 73%
Somewhat related	193 19%	68 21%	118 18%	92 19%	42 18%	57 22%	96 22%	24 20%	31 17%	36 16%	112 21%	69 18%	29 22%	136 20%	22 18%	7 13%
Not very related	18 2%	5 1%	9 1%	11 2%	3 1%	4 2%	5 1%	0 -	3 2%	6 3%	6 1%	7 2%	3 3%	11 2%	0 -	3 6% N
Not related at all	29 3%	11 3%	16 2%	19 4% D	1 1%	7 3%	15 3%	3 3%	2 1%	7 3%	16 3%	9 2%	7 6% M	14 2%	3 2%	4 7%
(DK/NS)	8 1%	4 1%	5 1%	5 1%	1 0%	2 1%	2 0%	1 1%	2 1%	3 1%	5 1%	3 1%	4 3% M	3 0%	1 0%	0 -
Summary																
Top2Box (Related)	945 94%	309 94%	611 95%	453 93%	231 98% C	252 95%	420 95%	113 96%	176 96%	217 93%	515 95%	371 95%	119 89%	662 96% LO	118 97% LO	43 87%
Low2Box (Not related)	47 5%	16 5%	25 4%	29 6% D	4 2%	12 4%	20 4%	3 3%	5 3%	14 6%	22 4%	16 4%	11 8% M	25 4%	3 2%	7 13% MN

4. Despite current economic uncertainties, do you still have big dreams for yourself?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	21-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1000	436	564	173	360	450	203	213	346	190	224	363	223
Weighted	1000	487	513	299	377	307	234	221	319	186	221	367	226
Yes	775 77%	388 80%	387 75%	267 89% E	322 85% E	177 58%	173 74%	175 79%	263 83%	149 80%	157 71%	284 78%	184 81% J
No	206 21%	92 19%	113 22%	32 11%	50 13%	117 38% CD	59 25% H	41 19%	52 16%	36 19%	56 25%	75 20%	38 17%
I didn't have big dreams before current economic uncertainty	12 1%	5 1%	7 1%	0 -	2 0%	10 3% CD	2 1%	3 1%	4 1%	0 0%	3 1%	7 2%	2 1%
(DK/NS)	7 1%	2 0%	5 1%	0 -	4 1%	3 1%	0 -	2 1%	0 -	0 -	5 2% K	1 0%	2 1%

4. Despite current economic uncertainties, do you still have big dreams for yourself?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base

		Children		Education			Employment Status				Marital Status		Race			
	Total	Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1000	280	687	351	297	341	419	104	150	304	564	371	144	711	95	45
Weighted	1000	328	640	487	236	266	442	117*	183	234	542	390	134	690	122*	50*
Yes	775	289	465	371	186	213	377	95	158	132	434	293	125	508	108	34
	77%	88% B	73%	76%	79%	80%	85% I	81% I	86% I	56%	80%	75%	94% MO	74%	89% MO	68%
No	206	39	157	107	47	46	63	16	25	90	97	91	8	165	13	15
	21%	12%	24% A	22%	20%	17%	14%	14%	14%	39% FGH	18%	23%	6% LN	24% LN	11%	29% LN
I didn't have big dreams before current economic uncertainty	12	0	11	3	3	5	2	1	0	8	8	3	0	10	0	1
	1%	-	2%	1%	1%	2%	0%	1%	-	4% FH	1%	1%	0% 1%	1%	0%	2%
(DK/NS)	7	0	7	5	0	2	0	4	0	3	4	2	0	7	0	1
	1%	-	1%	1%	-	1%	-	4% FH	-	1% F	1%	1%	-	1%	-	1%

5. Do you think you are able to dream as big as your parents were able to dream?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

		Gender		Age			Household Income			Region			
	Total	Male	Female	21-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1000	436	564	173	360	450	203	213	346	190	224	363	223
Weighted	1000	487	513	299	377	307	234	221	319	186	221	367	226
Yes	775 78%	371 76%	404 79%	248 83%	285 76%	232 76%	167 71%	162 73%	280 88% FG	140 75%	168 76%	299 81%	168 74%
No	188 19%	98 20%	90 18%	44 15%	79 21%	60 19%	58 25% H	45 20% H	35 11%	31 17%	49 22%	58 16%	50 22%
(DK/NS)	36 4%	17 4%	19 4%	7 2%	13 3%	15 5%	9 4%	14 6% H	4 1%	15 8% JK	4 2%	9 3%	8 4%

5. Do you think you are able to dream as big as your parents were able to dream?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base

		Children		Education			Employment Status				Marital Status		Race			
	Total	Yes A	No B	HS or less C	Some College D	College Degree or higher E	Full Time F	Part Time G	Not Emp. H	Retired I	Married J	Other K	Hispanic L	Non-Hispanic White M	Non-Hispanic Black N	Non-Hispanic Other O
Base: All respondents	1000	280	687	351	297	341	419	104	150	304	564	371	144	711	95	45
Weighted	1000	328	640	487	236	266	442	117*	183	234	542	390	134	690	122*	50*
Yes	775 78%	269 82%	483 76%	361 74%	192 82%	217 82% C	349 79%	94 81%	137 75%	177 76%	430 79%	302 78%	84 63%	551 80% L	103 85% L	37 75%
No	188 19%	50 15%	130 20%	105 22% E	40 17%	38 14%	83 19%	18 16%	41 23%	42 18%	93 17%	74 19%	41 30% MN	115 17%	17 14%	12 24%
(DK/NS)	36 4%	9 3%	27 4%	22 4%	4 2%	11 4%	11 2%	5 4%	5 3%	14 6% F	19 4%	13 3%	9 7%	24 4%	2 1%	0 1%

6. Will it be easier or harder for today's children to reach their dreams than it will be for you? Would you say it will be...?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	21-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1000	436	564	173	360	450	203	213	346	190	224	363	223
Weighted	1000	487	513	299	377	307	234	221	319	186	221	367	226
Much Easier	118 12%	56 12%	62 12%	57 19% DE	32 8%	29 9%	46 20% GH	19 9%	21 7%	18 10%	20 9%	54 15%	26 12%
Somewhat easier	149 15%	63 13%	86 17%	59 20% E	53 14%	36 12%	39 17%	39 17%	39 12%	31 17%	23 10%	54 15%	40 18%
The same	186 19%	95 19%	91 18%	76 26% E	72 19% E	36 12%	38 16%	39 17%	74 23%	41 22%	43 19%	62 17%	41 18%
Somewhat harder	244 24%	112 23%	132 26%	57 19%	100 26%	84 27%	40 17%	62 28% F	91 29% F	43 23%	58 26%	93 25%	50 22%
Much harder	279 28%	142 29%	137 27%	49 16%	108 29% C	114 37% CD	69 30%	59 27%	90 28%	51 27%	68 31%	100 27%	59 26%
(DK/NS)	24 2%	19 4% B	5 1%	1 0%	12 3% C	9 3% C	1 0%	4 2%	4 1%	2 1%	9 4%	4 1%	9 4%
Summary													
Top2Box (Easier)	267 27%	119 24%	148 29%	116 39% DE	85 23%	64 21%	85 36% H	57 26%	60 19%	49 26%	43 20%	108 29% J	67 30% J
Low2Box (Harder)	523 52%	254 52%	269 52%	106 35%	208 55% C	197 64% CD	109 47%	121 55%	181 57%	94 51%	126 57%	193 53%	109 48%

6. Will it be easier or harder for today's children to reach their dreams than it will be for you? Would you say it will be...?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1000	280	687	351	297	341	419	104	150	304	564	371	144	711	95	45
Weighted	1000	328	640	487	236	266	442	117*	183	234	542	390	134	690	122*	50*
Much Easier	118 12%	49 15%	65 10%	71 15% E	26 11%	19 7%	36 8%	12 10%	36 20% FI	26 11%	46 8%	63 16% J	41 31% MO	41 6%	31 25% M	5 11%
Somewhat easier	149 15%	53 16%	92 14%	76 16%	39 17%	32 12%	76 17% I	19 17% I	32 17% I	19 8%	75 14%	59 15%	26 20% M	81 12%	29 24% M	13 26% M
The same	186 19%	75 23% B	102 16%	75 15%	45 19%	64 24% C	91 21%	33 28% HI	22 12%	32 14%	103 19%	71 18%	17 13%	141 20%	14 12%	10 21%
Somewhat harder	244 24%	84 26%	151 24%	92 19%	68 29% C	82 31% C	107 24%	30 26%	49 27%	53 23%	132 24%	97 25%	20 15%	194 28% LN	18 15%	10 19%
Much harder	279 28%	66 20%	207 32% A	160 33% DE	53 23%	62 23%	117 26%	23 19%	41 23%	95 41% FGH	175 32% K	96 25%	23 17%	218 32% L	28 23%	9 19%
(DK/NS)	24 2%	2 1%	23 4% A	12 3%	4 2%	7 2%	14 3%	0 -	2 1%	9 4%	12 2%	4 1%	7 5%	17 2%	1 1%	2 5%
Summary																
Top2Box (Easier)	267 27%	102 31%	157 25%	148 30% E	66 28% E	51 19%	113 26%	31 27%	68 37% FI	45 19%	121 22%	122 31% J	67 50% M	121 18%	60 49% M	18 37% M
Low2Box (Harder)	523 52%	150 46%	358 56% A	253 52%	122 52%	144 54%	225 51%	53 45%	90 49%	148 63% FGH	307 57%	193 49%	43 32%	412 60% LNO	46 38%	19 38%

7. How has your determination to achieve your dreams, such as your goals, big ideas, or major life changes, changed in the last 6 months to a year? Would you say you have become...?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	21-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1000	436	564	173	360	450	203	213	346	190	224	363	223
Weighted	1000	487	513	299	377	307	234	221	319	186	221	367	226
Much more determined	255 25%	119 24%	136 26%	85 29%	98 26%	67 22%	77 33% H	60 27%	59 19%	38 20%	55 25%	118 32% IL	44 20%
Slightly more determined	164 16%	92 19%	72 14%	65 22% E	60 16%	37 12%	40 17%	39 18%	58 18%	31 17%	37 17%	52 14%	44 19%
Just as determined	367 37%	167 34%	199 39%	97 32%	159 42%	106 35%	60 26%	75 34%	140 44% F	79 42%	87 39%	123 33%	78 34%
Slightly less determined	120 12%	63 13%	57 11%	35 12%	40 11%	43 14%	28 12%	29 13%	37 11%	25 14%	23 11%	37 10%	35 15%
Much less determined	79 8%	41 8%	37 7%	17 6%	16 4%	42 14% CD	25 11%	14 6%	24 7%	12 6%	17 8%	30 8%	20 9%
(DK/NS)	16 2%	5 1%	11 2%	0 -	3 1%	12 4% CD	4 2%	4 2%	2 1%	2 1%	1 1%	7 2%	6 3%
Summary													
Top2Box (More determined)	419 42%	211 43%	208 40%	150 50% E	158 42%	104 34%	116 50% H	99 45%	117 37%	68 37%	93 42%	170 46%	88 39%
Low2Box (Less determined)	199 20%	104 21%	95 18%	52 17%	56 15%	85 28% CD	53 23%	43 19%	60 19%	37 20%	40 18%	67 18%	55 24%

7. How has your determination to achieve your dreams, such as your goals, big ideas, or major life changes, changed in the last 6 months to a year? Would you say you have become...?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base

		Children		Education			Employment Status				Marital Status		Race			
	Total	Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1000	280	687	351	297	341	419	104	150	304	564	371	144	711	95	45
Weighted	1000	328	640	487	236	266	442	117*	183	234	542	390	134	690	122*	50*
Much more determined	255 25%	93 28%	155 24%	151 31% E	57 24% E	43 16%	98 22%	22 19%	64 35% FG	67 29%	118 22%	126 32% J	40 30% O	156 23%	56 46% LMO	6 12%
Slightly more determined	164 16%	61 19%	99 15%	73 15%	50 21%	40 15%	90 20% I	28 24% I	25 13%	19 8%	83 15%	70 18%	32 24% M	98 14%	19 16%	15 30% M
Just as determined	367 37%	114 35%	239 37%	147 30%	82 35%	135 51% CD	189 43% HI	45 38%	54 30%	72 31%	234 43% K	105 27%	30 22% LNO	305 44%	19 16%	9 19%
Slightly less determined	120 12%	37 11%	79 12%	66 13%	31 13%	24 9%	36 8%	15 13%	27 15%	36 15% F	61 11%	49 13%	19 14%	75 11%	19 16%	7 13%
Much less determined	79 8%	21 6%	54 9%	40 8%	14 6%	21 8%	26 6%	5 4%	10 5%	32 14% FGH	37 7%	33 9%	8 6%	45 6%	7 6%	13 26% LMN
(DK/NS)	16 2%	2 1%	14 2%	11 2%	2 1%	2 1%	3 1%	2 2%	4 2%	8 3% F	8 2%	6 2%	5 3%	11 2%	0 0%	0 -
Summary																
Top2Box (More determined)	419 42%	154 47%	254 40%	224 46% E	106 45% E	84 31%	187 42%	50 43%	88 48%	86 37%	202 37%	196 50% J	73 54% M	254 37%	76 62% M	21 42%
Low2Box (Less determined)	199 20%	58 18%	133 21%	105 22%	45 19%	45 17%	63 14%	20 17%	37 20%	68 29% FG	98 18%	82 21%	27 20%	120 17%	27 22%	20 39% L

8. As a whole, do you think that Americans are a people that dream about accomplishing big ideas or great things?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	21-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1000	436	564	173	360	450	203	213	346	190	224	363	223
Weighted	1000	487	513	299	377	307	234	221	319	186	221	367	226
Yes	847 85%	402 82%	445 87%	259 87%	318 84%	257 84%	195 83%	191 87%	274 86%	161 87%	186 84%	319 87%	181 80%
No	136 14%	78 16%	57 11%	38 13%	52 14%	44 14%	37 16%	27 12%	41 13%	23 12%	29 13%	44 12%	40 18%
(DK/NS)	17 2%	7 1%	10 2%	2 1%	8 2%	6 2%	1 1%	2 1%	4 1%	2 1%	6 3%	4 1%	5 2%

8. As a whole, do you think that Americans are a people that dream about accomplishing big ideas or great things?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base

		Children		Education			Employment Status				Marital Status		Race			
	Total	Yes A	No B	HS or less C	Some College D	College Degree or higher E	Full Time F	Part Time G	Not Emp. H	Retired I	Married J	Other K	Hispanic L	Non-Hispanic White M	Non-Hispanic Black N	Non-Hispanic Other O
Base: All respondents	1000	280	687	351	297	341	419	104	150	304	564	371	144	711	95	45
Weighted	1000	328	640	487	236	266	442	117*	183	234	542	390	134	690	122*	50*
Yes	847 85%	283 86%	536 84%	409 84%	202 86%	225 85%	372 84%	91 78%	161 88%	202 86%	466 86%	330 85%	121 90% N	587 85%	96 79%	41 83%
No	136 14%	46 14%	88 14%	67 14%	31 13%	37 14%	65 15%	21 18%	22 12%	26 11%	68 13%	55 14%	11 8%	90 13%	26 21% L	9 17%
(DK/NS)	17 2%	0 -	16 3% A	11 2%	3 1%	3 1%	5 1%	5 4% H	0 -	6 3%	9 2%	4 1%	1 1%	13 2%	0 -	0 -

10. Who is America's greatest dreamer?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	21-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1000	436	564	173	360	450	203	213	346	190	224	363	223
Weighted	1000	487	513	299	377	307	234	221	319	186	221	367	226
Presidents (NET)	287 29%	143 29%	144 28%	91 30%	109 29%	85 28%	85 36% H	69 31%	82 26%	65 35%	68 31%	98 27%	56 25%
President Obama (Subnet)	219 22%	102 21%	117 23%	79 26%	75 20%	64 21%	70 30% H	53 24%	57 18%	51 28%	51 23%	75 20%	42 19%
Barack Obama	161 16%	79 16%	83 16%	60 20%	52 14%	48 16%	40 17%	39 18%	48 15%	45 24% KL	39 17%	47 13%	31 14%
The president (unspecified)	58 6%	24 5%	35 7%	19 6%	22 6%	16 5%	30 13% H	14 6%	9 3%	6 3%	12 6%	28 8%	12 5%
Ronald Reagan	15 2%	12 3% B	3 1%	3 1%	9 2%	4 1%	0 0%	2 1%	7 2%	1 1%	6 3%	6 2%	2 1%
George Washington	13 1%	6 1%	6 1%	5 2%	4 1%	3 1%	0 -	7 3% F	2 1%	5 3%	1 1%	4 1%	2 1%
Abraham Lincoln	10 1%	7 1%	4 1%	1 0%	4 1%	5 2%	6 3%	0 -	3 1%	4 2%	2 1%	2 0%	3 1%
John F. Kennedy	9 1%	4 1%	5 1%	0 -	7 2%	2 1%	4 2%	2 1%	2 1%	1 1%	2 1%	4 1%	2 1%
George W. Bush	7 1%	5 1%	2 0%	1 0%	1 0%	5 2%	4 2%	1 0%	2 1%	0 -	1 0%	6 2%	0 0%
Thomas Jefferson	7 1%	5 1%	2 0%	0 -	6 2%	0 0%	0 -	2 1%	5 1%	1 1%	3 1%	1 0%	1 0%
Teddy Roosevelt	2 0%	0 -	2 0%	0 -	2 1%	0 -	0 -	2 1%	0 -	0 -	0 -	0 -	2 1%
Bill Clinton	2 0%	0 -	2 0%	2 1%	0 -	0 0%	0 -	0 -	2 0%	0 -	2 1%	0 0%	0 -
Franklin Roosevelt	1 0	1 0	0 -	0 -	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0
Lyndon Johnson	1 0	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	0 -	0 -	1 0
John Adams	1 0	0 -	1 0	0 -	1 0	0 -	0 -	0 -	1 0	0 -	1 0	0 -	0 -
Me/ myself	50 5%	26 5%	24 5%	13 4%	21 5%	16 5%	12 5%	13 6%	17 5%	10 5%	6 3%	26 7%	9 4%

10. Who is America's greatest dreamer?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

		Gender		Age			Household Income			Region			
	Total	Male	Female	21-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Martin Luther King Jr.	47 5%	24 5%	24 5%	20 7% E	22 6% E	5 2%	9 4%	11 5%	23 7%	10 5%	10 5%	16 4%	11 5%
Other celebrities	36 4%	22 5%	14 3%	10 3%	16 4%	10 3%	6 2%	7 3%	19 6%	7 4%	5 2%	14 4%	10 4%
Everyone/ all Americans	36 4%	21 4%	15 3%	9 3%	12 3%	15 5%	10 4%	6 3%	7 2%	8 4%	11 5%	11 3%	6 3%
Children/ young people	36 4%	8 2%	28 5% A	12 4%	10 3%	14 4%	6 3%	5 2%	17 5%	9 5%	6 3%	8 2%	12 5%
Benjamin Franklin	13 1%	8 2%	5 1%	6 2%	4 1%	2 1%	2 1%	1 0%	11 3%	0 0%	2 1%	8 2%	3 1%
Other politicians	10 1%	4 1%	6 1%	1 0%	4 1%	5 1%	2 1%	5 2%	2 1%	2 1%	6 3%	2 0%	1 1%
Bill Gates	10 1%	8 2%	2 0%	4 1%	4 1%	1 0%	0 -	0 -	8 3% FG	1 0%	2 1%	4 1%	3 1%
Our founding fathers	10 1%	9 2% B	1 0%	0 -	7 2%	3 1%	0 -	0 -	4 1%	3 1%	5 2% K	1 0%	1 1%
Thomas Eddison	9 1%	6 1%	3 1%	5 2%	3 1%	0 0%	2 1%	1 1%	3 1%	2 1%	2 1%	1 0%	4 2%
Women	8 1%	0 -	8 2% A	1 0%	0 -	6 2% D	5 2% H	0 0%	0 -	1 1%	1 0%	4 1%	2 1%
God	6 1%	3 1%	3 1%	3 1%	2 1%	1 0%	4 2%	1 0%	1 0%	0 -	0 -	1 0%	5 2% K
Other historical figures	4 0%	2 0%	3 1%	0 -	3 1%	1 0%	1 0%	0 -	1 0%	1 0%	1 1%	2 1%	0 0%
Scientists	3 0%	2 0%	1 0%	0 -	1 0%	2 1%	0 -	1 1%	0 0%	1 0%	0 -	1 0%	1 0%
Other	81 8%	44 9%	37 7%	28 9%	29 8%	22 7%	22 10%	12 5%	20 6%	8 4%	12 5%	34 9%	27 12% IJ
Nothing	10 1%	8 2%	2 0%	8 3% D	0 -	2 1%	4 2%	6 3% H	0 -	4 2%	0 0%	6 2%	0 0%
(DK/NS)	343 34%	150 31%	194 38%	87 29%	129 34%	117 38%	64 27%	80 36%	103 32%	55 30%	84 38%	129 35%	74 33%

10. Who is America's greatest dreamer?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1000	280	687	351	297	341	419	104	150	304	564	371	144	711	95	45
Weighted	1000	328	640	487	236	266	442	117*	183	234	542	390	134	690	122*	50*
Presidents (NET)	287 29%	98 30%	182 28%	125 26%	72 30%	89 33%	124 28%	31 26%	56 31%	68 29%	143 26%	121 31%	32 24%	185 27%	39 32%	33 66% LMN
President Obama (Subnet)	219 22%	80 24%	135 21%	100 21%	51 22%	68 26%	92 21%	25 22%	46 25%	50 22%	100 18%	100 26% J	29 22%	125 18%	36 30% M	30 59% LMN
Barack Obama	161 16%	55 17%	102 16%	61 13%	42 18%	58 22% C	74 17%	20 17%	29 16%	33 14%	74 14%	69 18%	17 12%	93 13%	33 27% LM	20 41% LM
The president (unspecified)	58 6%	25 8%	33 5%	39 8%	9 4%	10 4%	18 4%	6 5%	17 9% F	17 7%	26 5%	31 8%	12 9%	32 5%	3 3%	9 18% MN
Ronald Reagan	15 2%	3 1%	13 2%	10 2%	1 0%	4 2%	10 2%	0 -	0 -	5 2%	14 3% K	1 0%	1 1%	13 2%	0 -	0 1%
George Washington	13 1%	5 1%	6 1%	4 1%	2 1%	6 2%	6 1%	1 1%	2 1%	3 1%	7 1%	3 1%	0 -	12 2%	1 1%	0 -
Abraham Lincoln	10 1%	4 1%	6 1%	3 1%	4 2%	2 1%	4 1%	1 1%	1 1%	4 2%	5 1%	6 1%	2 1%	9 1%	1 1%	1 2%
John F. Kennedy	9 1%	3 1%	6 1%	2 0%	5 2%	1 1%	2 0%	1 1%	4 2%	2 1%	6 1%	3 1%	0 -	8 1%	0 -	1 3%
George W. Bush	7 1%	1 0%	6 1%	4 1%	2 1%	1 0%	2 0%	0 -	1 1%	4 2%	3 0%	5 1%	0 -	7 1%	1 1%	0 -
Thomas Jefferson	7 1%	2 1%	5 1%	1 0%	3 1%	2 1%	5 1%	0 -	1 1%	0 0%	5 1%	2 1%	0 -	7 1%	0 -	0 -
Teddy Roosevelt	2 0%	0 -	2 0%	0 -	2 1%	0 -	0 -	2 2% F	0 -	0 -	2 0%	0 -	0 -	2 0%	0 -	0 -
Bill Clinton	2 0%	0 -	2 0%	0 -	0 -	2 1%	2 0%	0 -	0 -	0 -	0 0%	2 0%	0 -	2 0%	0 -	0 -
Franklin Roosevelt	1 0	0 -	1 0	0 -	0 -	1 0	1 0	0 -	0 -	0 -	1 0	0 -	0 -	1 0	0 -	0 -
Lyndon Johnson	1 0%	0 -	1 0%	0 -	1 0%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 1% M
John Adams	1 0	1 0	0 -	0 -	0 -	1 0	0 -	1 0	0 -	0 -	1 0	0 -	0 -	1 0	0 -	0 -
Me/ myself	50 5%	21 7%	27 4%	30 6%	10 4%	9 4%	21 5%	4 4%	15 8%	10 4%	26 5%	22 6%	9 6%	28 4%	12 9%	2 4%
Martin Luther King Jr.	47 5%	24 7%	23 4%	16 3%	15 6%	16 6%	27 6%	4 4%	9 5%	6 3%	26 5%	19 5%	2 1%	35 5%	10 8% L	2 3%
Other celebrities	36 4%	14 4%	21 3%	12 3%	7 3%	17 6% C	16 4%	7 6%	3 1%	9 4%	21 4%	14 4%	2 2%	32 5%	2 2%	0 -
Everyone/ all Americans	36 4%	10 3%	24 4%	15 3%	14 6%	6 2%	13 3%	3 2%	6 3%	11 5%	22 4%	8 2%	5 3%	26 4%	5 4%	1 2%

10. Who is America's greatest dreamer?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base

		Children		Education			Employment Status				Marital Status		Race			
	Total	Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Children/ young people	36 4%	14 4%	21 3%	19 4%	7 3%	10 4%	18 4%	4 3%	3 1%	11 5%	22 4%	14 4%	3 2%	30 4%	3 3%	1 2%
Benjamin Franklin	13 1%	5 2%	8 1%	1 0%	1 1%	11 4% CD	10 2%	1 1%	1 1%	1 0%	10 2%	4 1%	0 -	12 2%	0 -	0 1%
Other politicians	10 1%	4 1%	6 1%	3 1%	5 2%	2 1%	4 1%	1 1%	2 1%	3 1%	7 1%	3 1%	1 1%	9 1%	0 -	0 -
Bill Gates	10 1%	4 1%	6 1%	0 -	2 1%	8 3% C	6 1%	2 2%	0 -	1 0%	8 1%	1 0%	0 -	7 1%	0 -	3 5% LM
Our founding fathers	10 1%	7 2% B	3 0%	8 2%	1 0%	1 1%	7 2%	0 -	0 -	3 1%	8 2%	1 0%	0 -	10 1%	0 -	0 -
Thomas Eddison	9 1%	3 1%	5 1%	3 1%	6 3% E	0 0%	4 1%	0 -	2 1%	1 1%	3 1%	5 1%	0 -	9 1%	0 -	0 -
Women	8 1%	1 0%	6 1%	6 1%	2 1%	0 -	1 0%	1 1%	1 0%	5 2%	2 0%	6 1%	0 -	5 1%	3 2%	1 1%
God	6 1%	1 0%	5 1%	5 1%	1 0%	0 -	1 0%	4 3% F	0 -	1 0%	4 1%	2 1%	5 4% M	1 0%	0 -	0 -
Other historical figures	4 0%	2 1%	2 0%	1 0%	1 0%	3 1%	1 0%	0 -	3 1%	1 0%	3 1%	1 0%	1 0%	4 1%	0 -	0 -
Scientists	3 0	0 0	2 0	1 0	1 0	1 0	1 0	0 0	0 -	1 0	1 0	1 0	0 0	2 0	0 -	0 -
Other	81 8%	18 6%	59 9%	48 10%	19 8%	14 5%	33 7%	5 4%	24 13% G	18 8%	42 8%	30 8%	23 17% M	43 6%	12 10%	3 5%
Nothing	10 1%	3 1%	7 1%	9 2%	0 0%	1 0%	4 1%	0 -	5 3%	1 0%	3 1%	7 2%	0 -	4 1%	6 5% LM	0 -
(DK/NS)	343 34%	97 29%	233 36%	185 38% E	72 30%	78 30%	149 34%	51 43%	53 29%	83 36%	191 35%	131 34%	52 39% NO	248 36% O	29 24%	5 11%

10x. (Excl. DK/NS) Who is America's greatest dreamer?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L * small base

		Gender		Age			Household Income			Region			
	Total	Male	Female	21-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents (Excl. DK/NS)	653	297	356	123	239	283	142	137	237	132	144	229	148
Weighted	657	338	319	212	248	190	169*	141*	217	131*	137*	238	152
Presidents (NET)	287 44%	143 42%	144 45%	91 43%	109 44%	85 45%	85 50%	69 49%	82 38%	65 50%	68 50%	98 41%	56 37%
President Obama (Subnet)	219 33%	102 30%	117 37%	79 37%	75 30%	64 33%	70 41% H	53 38%	57 26%	51 39%	51 37%	75 31%	42 28%
Barack Obama	161 25%	79 23%	83 26%	60 28%	52 21%	48 25%	40 24%	39 28%	48 22%	45 35% KL	39 28%	47 20%	31 20%
The president (unspecified)	58 9%	24 7%	35 11%	19 9%	22 9%	16 8%	30 17% H	14 10%	9 4%	6 5%	12 9%	28 12%	12 8%
Ronald Reagan	15 2%	12 4%	3 1%	3 1%	9 4%	4 2%	0 0%	2 2%	7 3%	1 1%	6 5%	6 3%	2 1%
George Washington	13 2%	6 2%	6 2%	5 3%	4 2%	3 2%	0 -	7 5% F	2 1%	5 4%	1 1%	4 2%	2 1%
Abraham Lincoln	10 2%	7 2%	4 1%	1 1%	4 2%	5 3%	6 4%	0 -	3 2%	4 3%	2 1%	2 1%	3 2%
John F. Kennedy	9 1%	4 1%	5 2%	0 -	7 3%	2 1%	4 2%	2 1%	2 1%	1 1%	2 1%	4 2%	2 1%
George W. Bush	7 1%	5 2%	2 1%	1 0%	1 0%	5 3%	4 2%	1 1%	2 1%	0 -	1 1%	6 2%	0 0%
Thomas Jefferson	7 1%	5 1%	2 1%	0 -	6 3%	0 0%	0 -	2 1%	5 2%	1 1%	3 2%	1 1%	1 1%
Teddy Roosevelt	2 0%	0 -	2 1%	0 -	2 1%	0 -	0 -	2 2%	0 -	0 -	0 -	0 -	2 1%
Bill Clinton	2 0%	0 -	2 1%	2 1%	0 -	0 0%	0 -	0 -	2 1%	0 -	2 1%	0 0%	0 -
Franklin Roosevelt	1 0	1 0	0 -	0 -	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	1 0
Lyndon Johnson	1 0	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	0 -	0 -	1 0
John Adams	1 0	0 -	1 0	0 -	1 0	0 -	0 -	0 -	1 0	0 -	1 0	0 -	0 -
Me/ myself	50	26	24	13	21	16	12	13	17	10	6	26	

10x. (Excl. DK/NS) Who is America's greatest dreamer?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L * small base

	Total	Gender		Age			Household Income			Region			
		Male	Female	21-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
	8%	8%	8%	6%	8%	8%	7%	10%	8%	7%	4%	11%	6%
Martin Luther King Jr.	47 7%	24 7%	24 7%	20 9%	22 9%	5 3%	9 6%	11 8%	23 11%	10 7%	10 7%	16 7%	11 7%
Other celebrities	36 6%	22 7%	14 4%	10 5%	16 6%	10 5%	6 3%	7 5%	19 9%	7 6%	5 4%	14 6%	10 6%
Everyone/ all Americans	36 5%	21 6%	15 5%	9 4%	12 5%	15 8%	10 6%	6 4%	7 3%	8 6%	11 8%	11 5%	6 4%
Children/ young people	36 5%	8 2%	28 9%	12 6%	10 4%	14 7%	6 4%	5 4%	17 8%	9 7%	6 4%	8 4%	12 8%
Benjamin Franklin	13 2%	8 2%	5 2%	6 3%	4 2%	2 1%	2 1%	1 1%	11 5%	0 0%	2 1%	8 3%	3 2%
Other politicians	10 2%	4 1%	6 2%	1 1%	4 2%	5 2%	2 1%	5 4%	2 1%	2 1%	6 4%	2 1%	1 1%
Bill Gates	10 1%	8 2%	2 1%	4 2%	4 2%	1 1%	0 -	0 -	8 4%	1 0%	2 1%	4 2%	3 2%
Our founding fathers	10 1%	9 3%	1 0%	0 -	7 3%	3 1%	0 -	0 -	4 2%	3 2%	5 4%	1 0%	1 1%
Thomas Eddison	9 1%	6 2%	3 1%	5 3%	3 1%	0 0%	2 1%	1 1%	3 1%	2 2%	2 2%	1 0%	4 2%
Women	8 1%	0 -	8 2%	1 1%	0 -	6 3%	5 3%	0 0%	0 -	1 1%	1 1%	4 2%	2 1%
God	6 1%	3 1%	3 1%	3 1%	2 1%	1 0%	4 2%	1 1%	1 1%	0 -	0 -	1 0%	5 3%
Other historical figures	4 1%	2 1%	3 1%	0 -	3 1%	1 1%	1 0%	0 -	1 0%	1 0%	1 1%	2 1%	0 0%
Scientists	3 0%	2 1%	1 0%	0 -	1 0%	2 1%	0 -	1 1%	0 0%	1 0%	0 -	1 0%	1 1%
Other	81 12%	44 13%	37 11%	28 13%	29 12%	22 11%	22 13%	12 8%	20 9%	8 6%	12 8%	34 14%	27 18%
Nothing	10 2%	8 3%	2 1%	8 4%	0 -	2 1%	4 2%	6 4%	0 -	4 3%	0 0%	6 2%	0 0%

10x. (Excl. DK/NS) Who is America's greatest dreamer?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base; ** very small base (under 30) ineligible for sig testing

		Children		Education			Employment Status				Marital Status		Race			
	Total	Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents (Excl. DK/NS)	653	197	436	211	203	234	273	63	103	197	366	242	94	453	71	38
Weighted	657	232	407	302	164	188	293	67*	130*	150	351	258	82*	443	92*	44**
Presidents (NET)	287 44%	98 42%	182 45%	125 41%	72 44%	89 47%	124 42%	31 46%	56 43%	68 45%	143 41%	121 47%	32 39%	185 42%	39 43%	33 74%
President Obama (Subnet)	219 33%	80 35%	135 33%	100 33%	51 31%	68 36%	92 31%	25 38%	46 36%	50 33%	100 28%	100 39% J	29 35%	125 28%	36 40%	30 67%
Barack Obama	161 25%	55 24%	102 25%	61 20%	42 25%	58 31% C	74 25%	20 30%	29 22%	33 22%	74 21%	69 27%	17 20%	93 21%	33 36% M	20 46%
The president (unspecified)	58 9%	25 11%	33 8%	39 13% DE	9 6%	10 5%	18 6%	6 9%	17 13%	17 11%	26 7%	31 12%	12 15% MN	32 7%	3 4%	9 21%
Ronald Reagan	15 2%	3 1%	13 3%	10 3%	1 0%	4 2%	10 4%	0 -	0 -	5 3%	14 4% K	1 1%	1 1%	13 3%	0 -	0 1%
George Washington	13 2%	5 2%	6 2%	4 1%	2 1%	6 3%	6 2%	1 1%	2 2%	3 2%	7 2%	3 1%	0 -	12 3%	1 1%	0 -
Abraham Lincoln	10 2%	4 2%	6 2%	3 1%	4 3%	2 1%	4 1%	1 1%	1 1%	4 3%	5 1%	6 2%	2 2%	9 2%	1 1%	1 2%
John F. Kennedy	9 1%	3 1%	6 1%	2 1%	5 3%	1 1%	2 1%	1 1%	4 3%	2 1%	6 2%	3 1%	0 -	8 2%	0 -	1 3%
George W. Bush	7 1%	1 0%	6 2%	4 1%	2 1%	1 1%	2 1%	0 -	1 1%	4 3%	3 1%	5 2%	0 -	7 2%	1 1%	0 -
Thomas Jefferson	7 1%	2 1%	5 1%	1 0%	3 2%	2 1%	5 2%	0 -	1 1%	0 0%	5 1%	2 1%	0 -	7 2%	0 -	0 -
Teddy Roosevelt	2 0%	0 -	2 1%	0 -	2 1%	0 -	0 -	2 3% F	0 -	0 -	2 1%	0 -	0 -	2 0%	0 -	0 -
Bill Clinton	2 0%	0 -	2 0%	0 -	0 -	2 1%	2 1%	0 -	0 -	0 -	0 0%	2 1%	0 -	2 0%	0 -	0 -
Franklin Roosevelt	1 0	0 -	1 0	0 -	0 -	1 0	1 0	0 -	0 -	0 -	1 0	0 -	0 -	1 0	0 -	0 -
Lyndon Johnson	1 0%	0 -	1 0%	0 -	1 0%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 1%
John Adams	1 0%	1 0%	0 -	0 -	0 -	1 0%	0 -	1 1%	0 -	0 -	1 0%	0 -	0 -	1 0%	0 -	0 -
Me/ myself	50 8%	21 9%	27 7%	30 10%	10 6%	9 5%	21 7%	4 6%	15 12%	10 7%	26 8%	22 8%	9 11%	28 6%	12 12%	2 4%
Martin Luther King Jr.	47 7%	24 10%	23 6%	16 5%	15 9%	16 8%	27 9%	4 7%	9 7%	6 4%	26 8%	19 7%	2 2%	35 8%	10 11%	2 4%
Other celebrities	36 6%	14 6%	21 5%	12 4%	7 4%	17 9%	16 5%	7 11% H	3 2%	9 6%	21 6%	14 6%	2 3%	32 7%	2 3%	0 -
Everyone/ all Americans	36	10	24	15	14	6	13	3	6	11	22	8	5	26	5	

10x. (Excl. DK/NS) Who is America's greatest dreamer?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base; ** very small base (under 30) ineligible for sig testing

		Children		Education			Employment Status				Marital Status		Race			
	Total	Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
	5%	4%	6%	5%	9%	3%	5%	4%	5%	7%	6%	3%	6%	6%	5%	2%
Children/ young people	36 5%	14 6%	21 5%	19 6%	7 4%	10 5%	18 6%	4 6%	3 2%	11 7%	22 6%	14 5%	3 3%	30 7%	3 3%	1 2%
Benjamin Franklin	13 2%	5 2%	8 2%	1 0%	1 1%	11 6% CD	10 3%	1 2%	1 1%	1 1%	10 3%	4 1%	0 -	12 3%	0 -	0 1%
Other politicians	10 2%	4 2%	6 1%	3 1%	5 3%	2 1%	4 1%	1 1%	2 2%	3 2%	7 2%	3 1%	1 1%	9 2%	0 -	0 -
Bill Gates	10 1%	4 2%	6 1%	0 -	2 1%	8 4% C	6 2%	2 4%	0 -	1 1%	8 2%	1 0%	0 -	7 2%	0 -	3 6%
Our founding fathers	10 1%	7 3%	3 1%	8 3%	1 0%	1 1%	7 2%	0 -	0 -	3 2%	8 2%	1 0%	0 -	10 2%	0 -	0 -
Thomas Eddison	9 1%	3 1%	5 1%	3 1%	6 4% E	0 0%	4 1%	0 -	2 2%	1 1%	3 1%	5 2%	0 -	9 2%	0 -	0 -
Women	8 1%	1 1%	6 1%	6 2%	2 1%	0 -	1 1%	1 1%	1 0%	5 3%	2 0%	6 2%	0 -	5 1%	3 3%	1 1%
God	6 1%	1 0%	5 1%	5 2%	1 1%	0 -	1 0%	4 6% FH	0 -	1 1%	4 1%	2 1%	5 6% M	1 0%	0 -	0 -
Other historical figures	4 1%	2 1%	2 1%	1 0%	1 1%	3 1%	1 0%	0 -	3 2%	1 0%	3 1%	1 0%	1 1%	4 1%	0 -	0 -
Scientists	3 0%	0 0%	2 0%	1 0%	1 0%	1 1%	1 0%	0 0%	0 -	1 1%	1 0%	1 1%	0 0%	2 1%	0 -	0 -
Other	81 12%	18 8%	59 14%	48 16% E	19 12%	14 7%	33 11%	5 7%	24 18%	18 12%	42 12%	30 12%	23 28% M	43 10%	12 14%	3 6%
Nothing	10 2%	3 1%	7 2%	9 3%	0 0%	1 0%	4 2%	0 -	5 4%	1 1%	3 1%	7 3%	0 -	4 1%	6 7% M	0 -

11. How important is your pillow to getting a good night's sleep?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	21-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1000	436	564	173	360	450	203	213	346	190	224	363	223
Weighted	1000	487	513	299	377	307	234	221	319	186	221	367	226
Very important	586 59%	253 52%	333 65% A	178 59%	197 52%	198 65% D	164 70% H	138 62% H	160 50%	108 58%	116 52%	224 61%	139 62%
Somewhat important	291 29%	150 31%	141 27%	77 26%	135 36% CE	78 25%	44 19%	59 27%	121 38% FG	50 27%	75 34%	102 28%	64 28%
Not very important	48 5%	27 6%	20 4%	18 6%	16 4%	12 4%	8 4%	8 4%	21 7%	12 7%	9 4%	20 5%	7 3%
Not important at all	67 7%	50 10% B	17 3%	23 8%	26 7%	17 5%	16 7%	14 6%	14 4%	15 8%	19 9%	20 5%	14 6%
(DK/NS)	7 1%	6 1%	1 0%	3 1%	2 1%	2 1%	1 0%	1 1%	4 1%	1 1%	3 1%	2 0%	2 1%
Summary													
Top2Box (Important)	878 88%	404 83%	474 92% A	255 85%	333 88%	276 90%	208 89%	197 89%	281 88%	158 85%	191 86%	326 89%	203 90%
Low2Box (Not important)	115 11%	77 16% B	38 7%	41 14%	42 11%	28 9%	24 10%	23 10%	35 11%	27 14%	28 12%	39 11%	21 9%

11. How important is your pillow to getting a good night's sleep?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base

		Children		Education			Employment Status				Marital Status		Race			
	Total	Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1000	280	687	351	297	341	419	104	150	304	564	371	144	711	95	45
Weighted	1000	328	640	487	236	266	442	117*	183	234	542	390	134	690	122*	50*
Very important	586 59%	181 55%	392 61%	296 61% E	153 65% E	132 49%	222 50%	70 59%	123 67% F	160 69% F	298 55%	252 65% J	90 67% O	393 57% O	83 69% O	18 35%
Somewhat important	291 29%	103 32%	180 28%	128 26%	64 27%	99 37% CD	159 36% I	33 28%	47 26%	49 21%	180 33% K	96 25%	26 20%	226 33% LN	20 16%	22 45% LN
Not very important	48 5%	17 5%	24 4%	19 4%	8 3%	19 7%	29 7%	7 6%	3 2%	7 3%	31 6%	12 3%	5 4%	35 5%	2 2%	2 4%
Not important at all	67 7%	25 7%	39 6%	39 8%	11 5%	15 6%	30 7%	8 7%	10 6%	13 6%	30 5%	27 7%	9 7%	35 5%	14 11%	8 16% M
(DK/NS)	7 1%	2 1%	5 1%	5 1%	0 -	2 1%	3 1%	0 -	0 -	4 2%	3 1%	3 1%	3 2% M	1 0%	3 2% M	0 -
Summary																
Top2Box (Important)	878 88%	284 87%	572 89%	424 87%	217 92%	230 87%	380 86%	102 87%	170 93%	209 90%	479 88%	348 89%	116 87%	619 90%	103 85%	40 80%
Low2Box (Not important)	115 11%	42 13%	63 10%	58 12%	19 8%	34 13%	59 13%	15 13%	13 7%	20 9%	61 11%	38 10%	15 11%	70 10%	16 13%	10 20%

14. Would you describe yourself as a person who looks ahead to the future and dreams about realizing future goals or big ideas?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	21-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1000	436	564	173	360	450	203	213	346	190	224	363	223
Weighted	1000	487	513	299	377	307	234	221	319	186	221	367	226
Yes	833 83%	416 85%	417 81%	269 90% E	328 87% E	225 73%	198 85%	178 81%	279 87%	165 89% J	175 79%	312 85%	182 80%
No	157 16%	65 13%	92 18%	30 10%	46 12%	76 25% CD	34 15%	40 18%	37 11%	20 11%	46 21% I	50 13%	42 19%
(DK/NS)	10 1%	6 1%	4 1%	0 -	3 1%	6 2%	1 1%	2 1%	4 1%	2 1%	1 0%	5 1%	2 1%

14. Would you describe yourself as a person who looks ahead to the future and dreams about realizing future goals or big ideas?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base

	Total	Children		Education			Employment Status				Marital Status		Race			
		Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: All respondents	1000	280	687	351	297	341	419	104	150	304	564	371	144	711	95	45
Weighted	1000	328	640	487	236	266	442	117*	183	234	542	390	134	690	122*	50*
Yes	833 83% B	294 90% B	515 80% A	404 83% A	202 86% A	221 83% A	383 87% I	102 87% I	165 90% I	167 71% FGH	446 82% FGH	335 86% L	128 95% MO	555 80% L	109 90% L	41 82% L
No	157 16%	32 10%	119 19%	78 16%	31 13%	42 16%	56 13%	15 13%	17 9%	63 27%	91 17%	51 13%	6 4%	127 18% L	12 10%	9 18% L
(DK/NS)	10 1%	2 1%	7 1%	5 1%	2 1%	2 1%	4 1%	0 -	1 1%	4 2%	5 1%	4 1%	1 1%	7 1%	0 0%	0 -

15. Would you say your most important dream relates to...?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	21-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Looks ahead and dreams about realizing goals	816	357	459	157	317	331	162	166	302	168	177	294	177
Weighted	833	416	417	269	328	225	198	178	279	165	175	312	182
Family	376 45%	179 43%	197 47%	127 47%	157 48%	90 40%	70 35%	80 45%	157 56% F	70 42%	82 47%	128 41%	96 53% K
Contributing to a better world	151 18%	80 19%	71 17%	40 15%	65 20%	43 19%	38 19%	29 16%	37 13%	29 18%	42 24% K	45 14%	36 20%
Career	107 13%	62 15%	45 11%	51 19% E	42 13% E	15 6%	27 14%	30 17%	39 14%	21 13%	19 11%	47 15%	20 11%
Health	81 10%	39 9%	42 10%	9 3%	31 9% C	38 17% CD	19 10%	22 12%	17 6%	23 14%	16 9%	28 9%	14 8%
Education	79 9%	30 7%	49 12%	32 12%	22 7%	24 10%	37 19% GH	13 7%	17 6%	12 7%	9 5%	44 14% J	13 7%
A major purchase (e.g. new car, new house - or major renovation, dream vacation)	20 2%	12 3%	8 2%	7 3%	5 2%	8 3%	4 2%	3 2%	5 2%	3 2%	5 3%	10 3%	2 1%
(NOT READ) None of the above	18 2%	13 3%	4 1%	4 1%	5 2%	8 4%	3 2%	1 0%	7 2%	6 4%	2 1%	9 3%	1 1%
(DK/NS)	2 0	1 0	1 0	0 -	1 0	1 0	0 -	1 0	0 -	0 -	1 0	1 0	0 -

15. Would you say your most important dream relates to...?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base; ** very small base (under 30) ineligible for sig testing

		Children		Education			Employment Status				Marital Status		Race			
	Total	Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Looks ahead and dreams about realizing goals	816	250	540	277	249	283	368	90	132	209	466	298	131	565	83	35
Weighted	833	294	515	404	202	221	383	102*	165*	167	446	335	128*	555	109*	41**
Family	376 45%	152 52% B	212 41%	159 39%	101 50% C	113 51% C	201 53% G	35 34%	69 42%	64 38%	242 54% K	113 34%	51 40%	265 48%	42 38%	18 45%
Contributing to a better world	151 18%	46 16%	102 20%	78 19%	31 15%	42 19%	63 16%	21 21%	31 19%	34 20%	76 17%	59 18%	21 17%	102 18%	24 22%	6 15%
Career	107 13%	41 14%	62 12%	60 15%	18 9%	30 14%	48 12%	20 20% I	26 16% I	11 6%	45 10%	59 18% J	13 10%	71 13%	17 16%	5 13%
Health	81 10%	14 5%	65 13% A	46 11% E	23 11% E	12 5%	30 8%	9 9%	13 8%	27 16% F	31 7%	44 13% J	16 12%	55 10%	7 6%	3 7%
Education	79 9%	30 10%	49 10%	43 11%	18 9%	17 8%	28 7%	12 12%	20 12%	19 11%	35 8%	43 13%	19 15% M	35 6%	15 14% M	8 21%
A major purchase (e.g. new car, new house - or major renovation, dream vacation)	20 2%	6 2%	12 2%	9 2%	8 4%	3 1%	8 2%	3 3%	1 1%	6 4%	7 2%	11 3%	5 4%	12 2%	3 3%	0 -
(NOT READ) None of the above	18 2%	5 2%	11 2%	9 2%	5 2%	4 2%	4 1%	1 1%	4 3%	6 4%	8 2%	6 2%	2 2%	14 2%	1 1%	0 -
(DK/NS)	2 0%	0 -	2 0%	1 0%	0 -	1 0%	1 0%	1 1%	0 -	0 0%	1 0%	0 -	1 1%	1 0%	0 -	0 -

16. In the last six months to one year have you put that dream on hold?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

		Gender		Age			Household Income			Region			
	Total	Male	Female	21-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Looks ahead and dreams about realizing goals	816	357	459	157	317	331	162	166	302	168	177	294	177
Weighted	833	416	417	269	328	225	198	178	279	165	175	312	182
Yes	313 38%	155 37%	158 38%	107 40%	127 39%	74 33%	111 56% GH	72 40% H	74 27%	59 36%	66 38%	124 40%	64 36%
No	519 62%	260 63%	258 62%	163 60%	201 61%	149 66%	86 43%	107 60% F	205 73% FG	106 64%	109 62%	188 60%	116 64%
(DK/NS)	1 0%	1 0%	1 0%	0 -	0 -	1 1%	1 0%	0 -	0 -	0 -	0 -	1 0%	1 0%

16. In the last six months to one year have you put that dream on hold?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base; ** very small base (under 30) ineligible for sig testing

		Children		Education			Employment Status				Marital Status		Race			
	Total	Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Looks ahead and dreams about realizing goals	816	250	540	277	249	283	368	90	132	209	466	298	131	565	83	35
Weighted	833	294	515	404	202	221	383	102*	165*	167	446	335	128*	555	109*	41**
Yes	313 38%	110 37%	195 38%	183 45% E	74 37% E	56 25%	118 31%	42 42%	84 51% F	62 37%	149 33%	141 42% J	70 55% M	172 31%	53 48% M	22 54%
No	519 62%	184 63%	318 62%	220 54%	128 63%	165 75% CD	265 69% H	59 58%	81 49%	103 62%	297 67% K	193 58%	57 44%	383 69% LN	56 51%	19 46%
(DK/NS)	1 0%	0 -	1 0%	1 0%	0 -	0 -	0 -	0 -	0 -	1 1%	0 -	1 0%	1 1%	0 -	1 1%	0 -

17. What has been the primary cause of putting those dreams on hold?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L * small base

		Gender		Age			Household Income			Region			
	Total	Male	Female	21-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: Put a dream on hold in past year	289	121	168	57	124	103	88	66	77	57	69	106	57
Weighted	313	155*	158	107*	127*	74*	111*	72*	74*	59*	66*	124*	64*
The economy	129 41%	63 41%	66 42%	40 38%	52 41%	33 44%	38 34%	30 42%	39 53% F	25 43%	22 33%	48 39%	34 52%
Health Issues	40 13%	11 7%	29 18% A	9 8%	14 11%	17 22% C	26 23% GH	5 8%	3 4%	6 11%	10 15%	18 15%	5 8%
Job loss	34 11%	26 16% B	9 5%	15 14%	16 12%	2 3%	15 14%	5 7%	9 13%	6 10%	7 11%	13 10%	8 12%
Family	27 9%	10 6%	17 11%	18 17% E	9 7% E	0 -	13 11%	5 7%	4 6%	7 13%	7 10%	7 6%	6 9%
No time	5 2%	2 1%	3 2%	1 1%	2 1%	2 3%	0 -	2 2%	2 3%	0 -	0 -	2 2%	3 4%
Finances/ money	4 1%	1 1%	3 2%	1 1%	2 1%	1 2%	2 2%	0 -	1 1%	0 -	0 -	2 2%	2 3%
Death in the family	4 1%	1 1%	3 2%	0 -	1 1%	3 4%	1 1%	2 2%	0 1%	0 -	2 3%	0 0%	1 2%
Other	55 17%	32 21%	22 14%	17 16%	26 20%	12 16%	11 10%	18 24%	13 18%	8 14%	17 25% L	26 21% L	4 6%
Nothing	2 1%	0 -	2 1%	0 -	2 1%	0 -	0 -	0 -	0 -	0 -	0 -	0 -	2 3%
(DK/NS)	14 5%	10 6%	4 3%	6 6%	4 3%	4 6%	4 4%	6 8%	1 2%	6 10%	2 3%	7 5%	0 0%

17. What has been the primary cause of putting those dreams on hold?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H/I - J/K - L/M/N/O * small base; ** very small base (under 30) ineligible for sig testing

		Children		Education			Employment Status				Marital Status		Race			
	Total	Yes	No	HS or less	Some College	College Degree or higher	Full Time	Part Time	Not Emp.	Retired	Married	Other	Hispanic	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Other
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Base: Put a dream on hold in past year	289	93	189	121	96	71	114	31	68	71	154	117	72	160	42	19
Weighted	313	110*	195	183*	74*	56*	118*	42**	84*	62*	149*	141*	70*	172*	53**	22**
The economy	129 41%	49 44%	76 39%	69 38%	39 53%	21 37%	54 46%	19 46%	29 34%	23 37%	68 45%	52 37%	35 51%	70 41%	19 36%	6 26%
Health Issues	40 13%	5 5%	33 17% A	30 16% E	8 10%	2 4%	5 4%	4 10%	14 16% F	17 27% F	18 12%	21 15%	10 14%	25 14%	4 8%	0 2%
Job loss	34 11%	7 7%	27 14%	20 11%	7 9%	7 13%	11 9%	7 16%	11 13%	5 9%	14 9%	19 14%	5 8%	20 12%	7 13%	3 14%
Family	27 9%	22 20% B	4 2%	17 9%	6 9%	4 7%	11 9%	2 4%	13 16% I	0 -	18 12%	6 4%	7 10%	15 9%	2 3%	3 14%
No time	5 2%	3 3%	2 1%	2 1%	2 3%	1 2%	0 -	1 3%	1 2%	2 4%	3 2%	1 1%	1 1%	2 1%	2 4%	0 -
Finances/ money	4 1%	1 1%	2 1%	1 1%	1 2%	2 3%	1 1%	0 -	1 1%	2 3%	2 1%	2 2%	0 -	3 2%	1 2%	0 -
Death in the family	4 1%	1 1%	3 1%	1 0%	3 4%	0 1%	1 1%	0 -	1 1%	2 3%	0 0%	3 2%	0 -	3 2%	1 3%	2 8%
Other	55 17%	17 15%	38 19%	32 18%	8 11%	15 26% D	28 24%	8 19%	10 12%	7 11%	22 15%	26 18%	8 11%	29 17%	12 24%	5 22%
Nothing	2 1%	2 2%	0 -	2 1%	0 -	0 -	0 -	0 -	2 2%	0 -	2 1%	0 -	0 -	0 -	0 -	2 8%
(DK/NS)	14 5%	4 3%	11 6%	10 5%	0 -	4 7% D	7 6%	1 2%	3 3%	4 6%	3 2%	10 7%	4 5%	5 3%	4 8%	1 7%