



National Survey Results

Q1 In your view, does the American business community have the responsibility to address challenges and issues that affect working families and communities?

Yes..... 56%
 No..... 21%
 Not sure..... 24%

Q2 [If yes above]: In which of the following areas do you think the business community has the biggest responsibility to help: addressing the high school dropout problem; helping ensure that more young adults start and finish college or other higher education programs; addressing the lack of skills of incoming young workers; creating more jobs; offering supports like parental leave, flex time, or other benefits to help working families balance duties at work and home; all of the above; or something else?

Addressing high school dropout problem..... 6%
Helping ensure more young adults start and finish college..... 6%
Addressing incoming young workers' lack of skills..... 12%
Creating more jobs..... 42%
Offering parental leave, flex time, et al...... 10%
All of the above..... 21%
Something else..... 4%

Q3 Many Americans are concerned about the number of workers who must rely on lower-wage jobs. Do you think the government or employers should have the main responsibility for improving conditions for low-wage workers?

The government..... 19%
Employers..... 55%
Not sure..... 27%

Q4 Would you be more inclined to buy from or patronize a business that did more to help disadvantaged young Americans--for example, a company that went to extra lengths to train and employ high-school dropouts?

Yes..... 59%
 No..... 22%
 Not sure..... 20%

Q5 If you owned stock in a company, would you accept lower returns or dividends if the company did more to help its workers and communities?

Yes..... 53%
 No..... 28%
 Not sure..... 18%

Q6 Finally, thinking about laws and policies to address the challenges previously discussed, if the business community has the responsibility to help its workers, do you think employers should be responsible for working with elected officials and lawmakers to affect changes in law that assist working families?

Yes..... 56%
 No..... 22%
 Not sure..... 22%

Q7 If you are a woman, press 1. If a man, press 2.

Woman..... 53%
Man..... 47%

Q8 If you are Hispanic, press 1. If white, press 2. If African-American, press 3. If other, press 4.

Hispanic..... 14%
White..... 68%
African-American..... 12%
Other..... 6%





Q9 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

18 to 29.....	8%
30 to 45.....	27%
46 to 65.....	47%
Older than 65.....	18%

Q10 What kind of industry do you work in?

Service industry	13%
Retail or wholesale trade	7%
Finance, insurance, or real estate.....	8%
Construction or minerals industry.....	5%
Manufacturing business.....	6%
Transportation, communication, or utilities.....	3%
Education.....	12%
Health care	8%
Government employee.....	5%
Other.....	33%

Q11 If you make less than \$25,000 a year, press 1. If you make between \$25,000 and \$50,000 a year, press 2. If you make between \$50,000 and \$75,000 a year, press 3. If you make between \$75,000 and \$100,000 a year, press 4. If you make more than \$100,000 a year, press 5.

Less than \$25,000	29%
\$25-50,000.....	31%
\$50-75,000.....	17%
\$75-100,000.....	10%
More than \$100,000.....	13%





Crosstabs

	Base	Gender	
		Woman	Man
Does Biz Community Have Responsibility for Addressing Working Family Issues?			
Yes	56%	56%	55%
No	21%	14%	28%
Not sure	24%	30%	17%

	Base	Gender	
		Woman	Man
Biz Community's Biggest Responsibility			
Addressing high school dropout problem	6%	6%	5%
Helping ensure more young adults start and finish college	6%	3%	9%
Addressing incoming young workers' lack of skills	12%	10%	14%
Creating more jobs	42%	42%	42%
Offering parental leave, flex time, et al	10%	13%	6%
All of the above	21%	24%	17%
Something else	4%	2%	6%

	Base	Gender	
		Woman	Man
Should Gov't or Employers Have Main Responsibility for Improving Low-wage Conditions?			
The government	19%	19%	18%
Employers	55%	49%	61%
Not sure	27%	32%	21%





Crosstabs

	Base	Gender	
		Woman	Man
Would You Be More Inclined to Buy From Co. That Did More to Help Disadvantaged Youth?			
Yes	59%	61%	56%
No	22%	16%	28%
Not sure	20%	23%	16%

	Base	Gender	
		Woman	Man
If Owned Stock in Co., Would You Accept Lower Returns If Co. Did More for Workers?			
Yes	53%	53%	53%
No	28%	22%	36%
Not sure	18%	25%	11%

	Base	Gender	
		Woman	Man
Should Employers Work w/ Lawmakers to Affect Changes that Help Working Families?			
Yes	56%	58%	54%
No	22%	14%	31%
Not sure	22%	28%	15%





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
Does Biz Community Have Responsibility for Addressing Working Family Issues?					
Yes	56%	52%	54%	73%	45%
No	21%	26%	21%	11%	24%
Not sure	24%	23%	25%	16%	32%

	Base	Race			
		Hispanic	White	African-American	Other
Biz Community's Biggest Responsibility					
Addressing high school dropout problem	6%	13%	5%	3%	6%
Helping ensure more young adults start and finish college	6%	6%	5%	12%	6%
Addressing incoming young workers' lack of skills	12%	-	12%	18%	12%
Creating more jobs	42%	50%	41%	42%	35%
Offering parental leave, flex time, et al	10%	6%	12%	3%	6%
All of the above	21%	19%	21%	18%	29%
Something else	4%	6%	4%	3%	6%

	Base	Race			
		Hispanic	White	African-American	Other
Should Gov't or Employers Have Main Responsibility for Improving Low-wage Conditions?					
The government	19%	23%	16%	30%	23%
Employers	55%	53%	58%	43%	40%
Not sure	27%	23%	26%	27%	38%





Crosstabs

	Base	Race			
		Hispanic	White	African-American	Other
Would You Be More Inclined to Buy From Co. That Did More to Help Disadvantaged Youth?					
Yes	59%	63%	58%	60%	51%
No	22%	20%	23%	16%	28%
Not sure	20%	17%	19%	24%	21%

	Base	Race			
		Hispanic	White	African-American	Other
If Owned Stock in Co., Would You Accept Lower Returns If Co. Did More for Workers?					
Yes	53%	48%	54%	58%	54%
No	28%	35%	29%	18%	23%
Not sure	18%	16%	17%	24%	23%

	Base	Race			
		Hispanic	White	African-American	Other
Should Employers Work w/ Lawmakers to Affect Changes that Help Working Families?					
Yes	56%	45%	57%	69%	50%
No	22%	39%	21%	13%	10%
Not sure	22%	16%	22%	18%	40%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Does Biz Community Have Responsibility for Addressing Working Family Issues?					
Yes	56%	42%	58%	58%	52%
No	21%	40%	18%	18%	22%
Not sure	24%	18%	24%	24%	26%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Biz Community's Biggest Responsibility					
Addressing high school dropout problem	6%	16%	4%	5%	6%
Helping ensure more young adults start and finish college	6%	15%	6%	3%	12%
Addressing incoming young workers' lack of skills	12%	7%	11%	14%	9%
Creating more jobs	42%	36%	46%	38%	47%
Offering parental leave, flex time, et al	10%	3%	15%	9%	6%
All of the above	21%	10%	17%	26%	16%
Something else	4%	13%	1%	5%	3%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Should Gov't or Employers Have Main Responsibility for Improving Low-wage Conditions?					
The government	19%	41%	17%	19%	12%
Employers	55%	44%	55%	50%	69%
Not sure	27%	14%	28%	31%	19%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Would You Be More Inclined to Buy From Co. That Did More to Help Disadvantaged Youth?					
Yes	59%	49%	57%	58%	67%
No	22%	34%	21%	23%	14%
Not sure	20%	16%	22%	19%	18%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
If Owned Stock in Co., Would You Accept Lower Returns If Co. Did More for Workers?					
Yes	53%	39%	55%	57%	50%
No	28%	38%	29%	25%	31%
Not sure	18%	23%	17%	18%	19%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Should Employers Work w/ Lawmakers to Affect Changes that Help Working Families?					
Yes	56%	46%	58%	56%	59%
No	22%	35%	21%	20%	21%
Not sure	22%	19%	21%	23%	19%





Crosstabs

	Base	Sector										
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee	Other	
Does Biz Community Have Responsibility for Addressing Working Family Issues?												
Yes	56%	58%	52%	54%	56%	44%	58%	62%	47%	68%	55%	
No	21%	22%	30%	34%	23%	19%	23%	14%	22%	15%	18%	
Not sure	24%	20%	19%	12%	22%	37%	19%	25%	31%	17%	26%	

	Base	Sector										
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee	Other	
Biz Community's Biggest Responsibility												
Addressing high school dropout problem	6%	14%	4%	-	5%	-	28%	5%	3%	-	5%	
Helping ensure more young adults start and finish college	6%	7%	13%	9%	5%	8%	-	3%	-	-	8%	
Addressing incoming young workers' lack of skills	12%	21%	14%	17%	20%	8%	13%	13%	12%	14%	4%	
Creating more jobs	42%	35%	37%	44%	41%	58%	39%	26%	53%	47%	46%	
Offering parental leave, flex time, et al	10%	3%	3%	19%	9%	-	-	17%	13%	10%	10%	
All of the above	21%	14%	29%	8%	16%	13%	20%	35%	13%	21%	23%	
Something else	4%	6%	-	3%	5%	13%	-	2%	6%	8%	3%	

	Base	Sector										
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee	Other	
Should Gov't or Employers Have Main Responsibility for Improving Low-wage Conditions?												
The government	19%	24%	12%	9%	24%	27%	20%	25%	27%	14%	14%	
Employers	55%	49%	80%	64%	47%	46%	53%	43%	40%	60%	59%	
Not sure	27%	28%	7%	27%	29%	27%	27%	31%	32%	26%	27%	





Crosstabs

	Base	Sector									
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee	Other
Would You Be More Inclined to Buy From Co. That Did More to Help Disadvantaged Youth?											
Yes	59%	56%	44%	49%	69%	61%	62%	69%	64%	60%	57%
No	22%	28%	33%	32%	21%	22%	27%	16%	20%	22%	17%
Not sure	20%	16%	24%	19%	10%	17%	11%	16%	15%	18%	26%

	Base	Sector									
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee	Other
If Owned Stock in Co., Would You Accept Lower Returns If Co. Did More for Workers?											
Yes	53%	55%	51%	43%	64%	59%	51%	62%	49%	66%	49%
No	28%	32%	44%	37%	26%	33%	27%	21%	20%	14%	28%
Not sure	18%	13%	5%	20%	10%	8%	23%	16%	30%	21%	23%

	Base	Sector									
		Service industry	Retail or wholesale trade	Finance, insurance, or real estate	Construction or minerals industry	Manufacturing business	Transportation, communication, or utilities	Education	Health care	Government employee	Other
Should Employers Work w/ Law makers to Affect Changes that Help Working Families?											
Yes	56%	55%	51%	50%	66%	43%	62%	60%	71%	69%	53%
No	22%	19%	36%	29%	18%	34%	19%	18%	12%	12%	23%
Not sure	22%	26%	13%	21%	16%	23%	19%	23%	18%	19%	24%





Crosstabs

	Base	Income				
		Less than \$25,000	\$25-50,000	\$50-75,000	\$75-100,000	More than \$100,000
Does Biz Community Have Responsibility for Addressing Working Family Issues?						
Yes	56%	52%	55%	57%	61%	58%
No	21%	20%	20%	22%	23%	21%
Not sure	24%	28%	25%	20%	16%	21%

	Base	Income				
		Less than \$25,000	\$25-50,000	\$50-75,000	\$75-100,000	More than \$100,000
Biz Community's Biggest Responsibility						
Addressing high school dropout problem	6%	8%	6%	6%	-	5%
Helping ensure more young adults start and finish college	6%	8%	6%	4%	8%	5%
Addressing incoming young workers' lack of skills	12%	6%	17%	8%	17%	11%
Creating more jobs	42%	43%	38%	44%	36%	49%
Offering parental leave, flex time, et al	10%	5%	11%	9%	13%	16%
All of the above	21%	26%	17%	26%	18%	13%
Something else	4%	3%	5%	4%	8%	2%

	Base	Income				
		Less than \$25,000	\$25-50,000	\$50-75,000	\$75-100,000	More than \$100,000
Should Gov't or Employers Have Main Responsibility for Improving Low-wage Conditions?						
The government	19%	22%	21%	14%	17%	14%
Employers	55%	54%	55%	57%	51%	55%
Not sure	27%	24%	25%	29%	32%	31%





Crosstabs

	Base	Income				
		Less than \$25,000	\$25-50,000	\$50-75,000	\$75-100,000	More than \$100,000
Would You Be More Inclined to Buy From Co. That Did More to Help Disadvantaged Youth?						
Yes	59%	60%	62%	57%	59%	50%
No	22%	18%	20%	22%	27%	32%
Not sure	20%	22%	19%	21%	14%	18%

	Base	Income				
		Less than \$25,000	\$25-50,000	\$50-75,000	\$75-100,000	More than \$100,000
If Owned Stock in Co., Would You Accept Lower Returns If Co. Did More for Workers?						
Yes	53%	48%	57%	55%	58%	51%
No	28%	27%	24%	27%	30%	38%
Not sure	18%	25%	18%	18%	11%	11%

	Base	Income				
		Less than \$25,000	\$25-50,000	\$50-75,000	\$75-100,000	More than \$100,000
Should Employers Work w/ Lawmakers to Affect Changes that Help Working Families?						
Yes	56%	56%	59%	51%	60%	55%
No	22%	18%	19%	29%	24%	25%
Not sure	22%	26%	22%	20%	16%	19%

