

the center for a new  **american**
dream
more of what matters

www.newdream.org



The Center for a New American
Dream helps you take simple
steps to **LIVE CONSCIOUSLY,**
BUY WISELY, and
CONNECT WITH
YOUR COMMUNITY

so you can have more of
what matters
in life.

Our Programs



**Redefining
the Dream**



**Beyond
Consumerism**



**Collaborative
Communities**



Redefining the Dream

the good life





**Beyond
Consumerism**

rethink “stuff”





**Collaborative
Communities**

local resilience

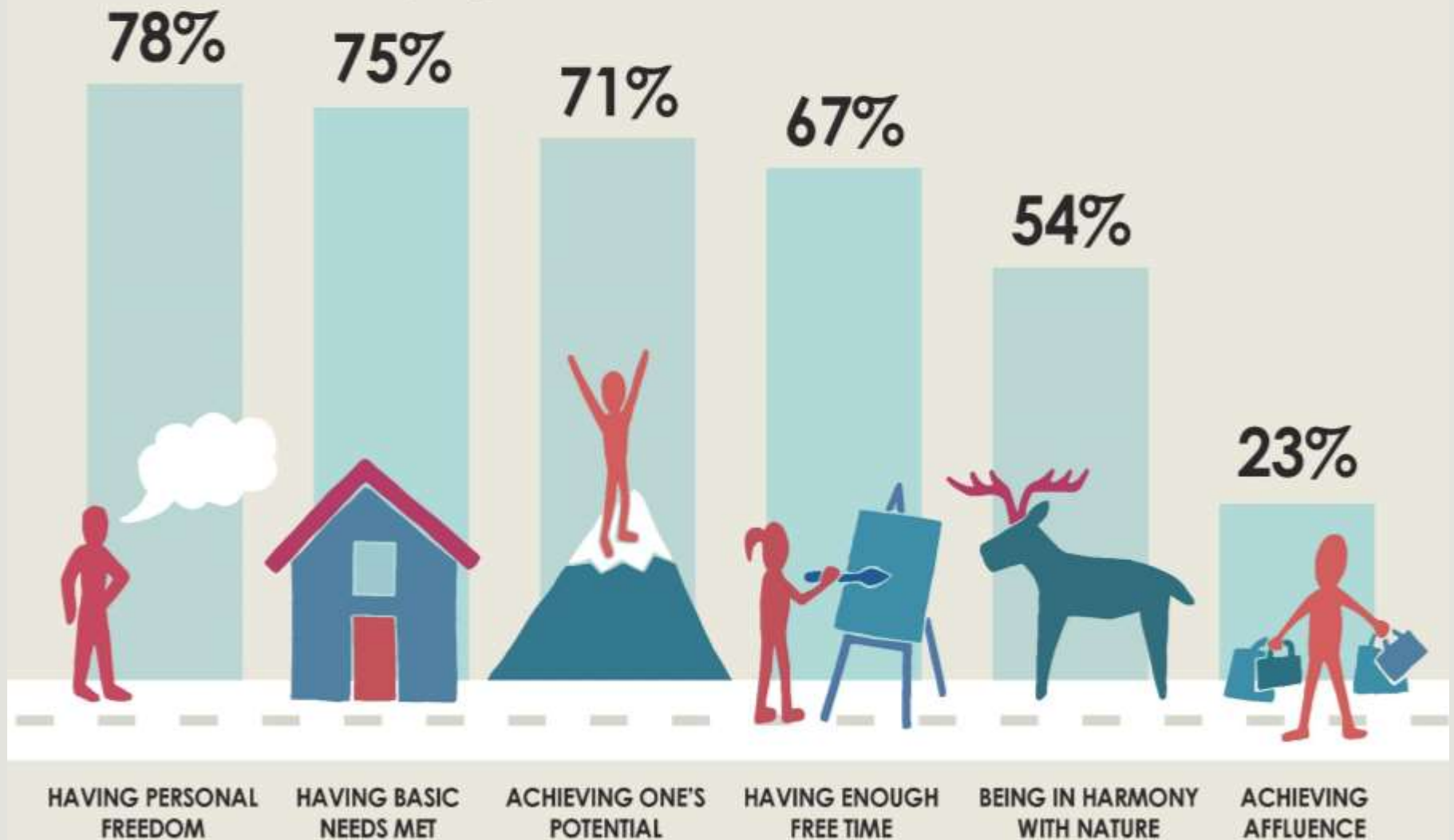


2014 National Survey

- 10 years after New Dream's last national survey
- Partnered with PolicyInteractive
- Framed within the lens of the American dream and covering topics of advertising, the environment, consumption, and the sharing economy.

What Americans Think of the American Dream

Percentage of Americans who consider the following very or extremely important in their vision of the American Dream:



What Americans Think of Work & Money



Nearly **2 in 5** Americans **VOLUNTARILY** made changes in the past 5 years that resulted in **MAKING LESS MONEY**

86%
of those people are
**HAPPY ABOUT
THE CHANGE**



Working less frees up more time to pursue personal goals and be with family and friends

What Americans Think of the Sharing Economy



Nearly **1** in **3** Americans would like to **SHARE MORE THINGS** like tools and household items



64%

of Americans think sharing lowers
ENVIRONMENTAL IMPACT



76%

of Americans think sharing
SAVES MONEY



72%

of Americans think sharing
BUILDS RELATIONSHIPS

What Americans Think of Environmental Issues

Percentage of Americans who believe:



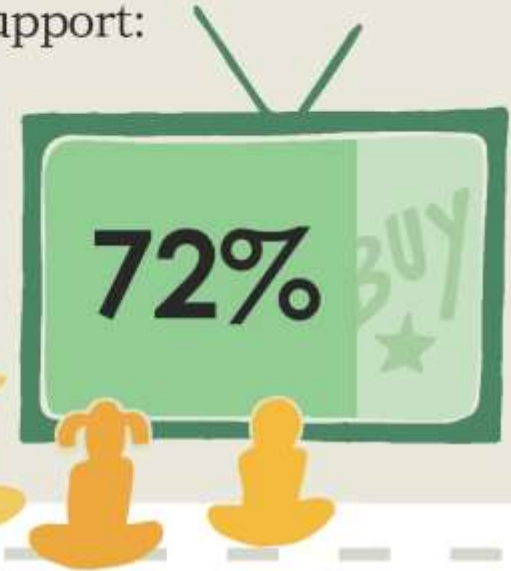
AMERICANS ARE RESPONSIBLE
for many of the world's environmental
problems because of our high consumption

The way we live produces
TOO MUCH WASTE

Most of us will need to
MAKE MAJOR CHANGES
to the way we live to protect the environment

What Americans Think of Advertising

Percentage of Americans who support:



Prohibitions on advertising in
PARKS & PUBLIC SPACES

More limits on
ADVERTISING TO KIDS



Bans on advertising in **SCHOOLS, TEXTBOOKS, & SCHOOL BUSES**



Beyond Consumerism

the center for a new
**american
dream**
more of what matters

Kids Unbranded

TIPS FOR PARENTING IN
A COMMERCIAL CULTURE





Collaborative Communities

the center for a new
american dream
more of what matters

New Dream Community Action Kit



Guide to Sharing

Exchanging stuff, time, skills, and space

Produced in partnership with **SHAREABLE**



CONTENTS

INTRODUCTION		
The Emerging Sharing Economy		Page 1
ACTION IDEA #1 Organize a Community Swap		Page 2
ACTION IDEA #2 Lend Locally		Page 5
ACTION IDEA #3 Share Time, Labor, and Skills		Page 8
ACTION IDEA #4 Set Up a Co-op		Page 11
About This Guide		Page 14

ACTION IDEA #2

STEP BY STEP

Starting a Tool Library

Tools + DIYers + Community = Tool Library

What is a tool library?

Tool lending libraries allow members to borrow tools, equipment, and how-to materials for a specified period of time, usually for free. Tool libraries offer a friendly setting where DIYers and community groups can come together to share ideas and tips while gaining access to hundreds of hand and power tools for carpentry, home repair, gardening, and more. Some tool libraries go beyond lending tools and encourage sustainable living, inviting members to join in community growing efforts. The benefits of tool libraries include providing low-cost access to a broad range of tools, lowering the barrier to home repair/improvement, fostering sustainability, and building community.



Key Steps

1 Find interested community members.
Identify people in the community who are excited by the idea of a tool library and want to help get it going. Talk to neighbors, friends, and members of your congregation, school, or homeowners association and encourage them to get involved, either at the planning level or by contributing start-up funds.

2 Hold a meeting and designate a core team.
At your first meeting, discuss your vision for the library as well as the project's basic parameters. How many tools do you want to offer at first? Do you want to provide workshops or workspace? What are the options for locations? Identify a core team to develop the project and designate key roles such as a financial and legal expert, a membership and outreach coordinator, a volunteer coordinator, and a tool coordinator.



3 Set up the organizational structure.
Decide what form your library will take. Should it be its own nonprofit, a project of an existing organization like a public library or neighborhood association, or a more informal initiative maintained by motivated volunteers? *Silicon Valley Power's Tool Lending Library*, which specializes in tools that help residents save energy, is hosted by the local utility in Santa Clara. Also, consider your staffing needs: having at least one paid staffer (the tool coordinator) is helpful to keep operations running smoothly.

4 Identify a source of start-up funds.
One of the first tool libraries, the *Berkeley Tool Lending Library*, started in 1979 with a \$30,000 community block grant. But you can seek financial support from other public sources, private foundations, businesses, and individuals. To cover ongoing costs, some tool libraries charge a small membership fee, although most are free of charge. The *West Seattle Tool Library* offers "pay-what-you-can" community access to its tools and classes, and the *Missoula Urban Demonstration Project (MUD) Tool Library* charges members \$5 a month. Even if there's no fee to borrow tools, it's useful to charge bite fees and replacement fees for lost or damaged items.

5 Define your membership.
Most tool libraries are open to any homeowner, tenant, or nonprofit in a defined geographic region. The *Tamescal Tool Lending Library* in Oakland, California, is a service of the local public library and offers its tools to city residents and property owners. Think broadly about your community and about how this initiative can best meet people's needs.



Collaborative Communities





JOIN THE NEW DREAM
COMMUNITY!
www.newdream.org

 facebook.com/newamericandream

 [@newdream](https://twitter.com/newdream)

Going a Bit Deeper into New American Dream Survey

-

Background, Comparisons with Other Sources & Analysis

Tom Bowerman, Director
PolicyInteractive Research
tom@policyinteractive.org

Background

- New Dream Surveys dates: 1994, 2004, 2014
- 1994 data missing, possess one article.
- 2004 data topline results only, no raw data, no demographics.
- 2014 design tested 2004 items using pilot survey to reduce questions from ~200 down to 80.
- Committee design, plenty of strong opinions.

METHODOLOGY

- Population sampling goal is randomness & representativeness.
- Controversial changes in population surveying.
- Telephone practice of last 50 years is inadequate.
- Telephone response rates have plummeted < 10%.
- Internet interviewing is increasingly being used, causing much debate about best practices.
- Our solution is hybridize telephone and internet...

2014 CNAD Survey

Administers

6 Data Streams (N= \sim 1800)

- Telephone Landline (300)
- Telephone Cell (300)
- ResearchNow Internet Panel (600)
 - Social Media \sim 200
 - Consumer \sim 200
 - Professional \sim 200
- Mturk (Amazon) Internet Panel (600)

Statistically Weighted to Census Data

» Age

» Gender

» Education

Representativeness Checked

- US Census for Demographics
 - Age
 - Gender
 - Income
 - Education attainment
 - Geographic distribution by region (zip code)
 - Children in household
 - Employment status
- Pew, Gallup & ANES for Social Issues
 - Party Identity
 - Social & Economic Ideology Self-identity

Example...Age Cohort Test

AGE DEMORGAPHIC EXAMPLE OF SURVEY MODE SOURCE COMPARED TO CENSUS BENCHMARK DISTRIBUTION & STATISTICAL WEIGHTING

(CNAD 2014 MULTI-MODAL N=1800 TARGET)

Age	census	RDD landline		RDD cell phone		Total Phone		RN internet		Mt Internet		Total Internet		Total (with GAE weight factored in red)	
		n	%	n	%	n	%	n	%	n	%	n	%	Original n	%
18-24	12.7%	4	1.3%	27	9.1%	31	5.2%	13	2.1%	81	13.4	94	7.7%	125	6.9 12.5
25-34	17.6%	15	5.1%	56	18.8%	71	11.9%	60	9.8%	141	23.3	201	16.5%	272	15.0 17.5
35-54	35.2%	96	32.3%	107	35.9%	203	34.1%	329	53.6%	192	31.7	521	42.7%	724	39.9 35.8
55-64	16.2%	79	26.6%	58	19.5%	137	23.0%	107	17.4%	99	16.3	206	16.9%	343	18.9 16.1
65 & older	18.3%	103	34.7%	50	16.8%	153	25.7%	105	17.1%	93	15.3	198	16.2%	351	19.3 18.1
Total		297		298		595		614		606		1220		1815	100%

Selected comparisons 2004 & 2014 New Dream Survey

Q6. Compared to 10 years ago, do you think it is harder or easier for Americans today to achieve the American Dream?

N=1774

Response:		% 2004	% 2014
Harder		64	79.8
Easier		17	5.5
The same		15	11.9
Don't know		4	2.8

Q7. Below is a list of possible reasons it is harder to achieve the American Dream. Please indicate which you think are MAJOR reasons why it is more difficult to achieve the American Dream today. Check each of the following that is a major reason. (n = 1416; Q6 if “harder” is selected)

	% 2004	% 2014
Q7.3. The high cost of education.		72.2
Q7.4. The high cost of health care.	(81)*	71.8
Q7.2. Wages for workers are too low	51	67.2
Q7.7. We have a materialistic culture.	61	58.0
Q7.1. Current society favors the rich.	54	56.8
Q7.10. Technology and foreign competition are squeezing people out of jobs.	(66)*	55.6
Q7.5. Too many people expect to have a good life handed to them.	69	54.3
Q7.8. Advertising seduces us into buying things we don't really need.		40.7
Q7.6. Americans have to work too much.	28	35.2
Q7.9. Too many people lack patriotism.		29.4

*healthcare q7.4 and q7.10 only partly comparable to 2004. Asked in 2004 as 'harder for average American. Q7.10 asked as 'outsourcing jobs'

8. Now think about YOUR OWN ideal vision of the American Dream ... Please indicate how important or unimportant each is to your ideal American Dream. (check each which applies) N=1774

	%2004*	%2014
Q8.1. Personal freedom of choice to do or to believe what one chooses.	64	77.9
Q8.5. Security or having all my basic needs met.	87	74.8
Q8.3. To achieve one's potential regardless of class or wealth.		70.6
Q8.2. Enough free time from work to enjoy life.**	83	67.0
Q8.6. Living in harmony with the natural environment.***	75	53.7
Q8.8. Communities built on a shared sense of social responsibility.	66	49.8
Q8.7. The U.S. is the most militarily powerful country.	56	38.3
Q8.4. Achieving an affluent or wealthy lifestyle.	44	23.1

*2004 based on % selection 8,9&10 on 10 point scale; **asked as "...outside of work" in 2004. ***asked "the environment" in 2004

9) Do you think you will be able to achieve your idea of the American Dream in your lifetime?

N=1774

Response:	% 2004	%2014
Yes	42	46.6
No	36	26.0
Don't know	22	27.4

Education: monotonic +35%-65% Age: Convex 54% 39%56% Income: +31%-69%

15) In the last five years, have you voluntarily made changes in your life which resulted in making less money?

N=1774

Response:		% 2004	% 2014
Yes		48	38.0
No		48	60.7
Don't know		3	1.3

16) From this voluntary change you made, check each box below which applies in your situation. Did you....

n=674 (based on Q15 = yes, has made voluntary change; making less money)

Response:		% 2004	% 2014
16.1. Quit working outside the home		33	39.3
16.2. Changed to a lower paying job		28	28.4
16.3. Reduced work hours		26	35.4
16.4. Reduced the number of jobs you held		16	19.8
16.5. Moved		16	21.6
16.6 Other		10	13.1

17) Which one of the following statements best describes how you feel about the decision you made to change your lifestyle?

2014 n=674 % based Q15 = yes

Response:	% 2004	% 2014
17.1 I'm happy about the change and I don't miss the extra income much	23	21.2
17.2 I'm happy about the change, but I miss the extra income	37	39.2
17.3 Losing the income was a real hardship, but I'm still happy about the change	23	25.9
17.4 I'm unhappy about the change	10	10.8
17.5 None of them, or Other	5	2.5

Other Insight about Work Life (from Oregon Values & Beliefs Project 2013 N=2000)

Worthwhile Work Priorities					
Age	1st	2nd	3rd	4th	5th
All Ages	Doing something I can be proud of	Enjoying work, having fun	Earning a good salary	Being with people I respect	Learning new things, having new experiences
18-24	Doing something I can be proud of	Enjoying work, having fun	Being with people I respect	Learning new things, having new experiences	Develop my skills
25-34	Doing something I can be proud of	Enjoying work, having fun	Develop my skills	Earning a good salary	Learning new things, having new experiences
35-54	Doing something I can be proud of	Enjoying work, having fun	Earning a good salary	Being with people I respect	Learning new things, having new experiences
55+	Doing something I can be proud of	Earning a good salary	Enjoying work, having fun	Being with people I respect	Obtaining health insurance coverage

22) Please indicate your level of disagreement or agreement for each statement:

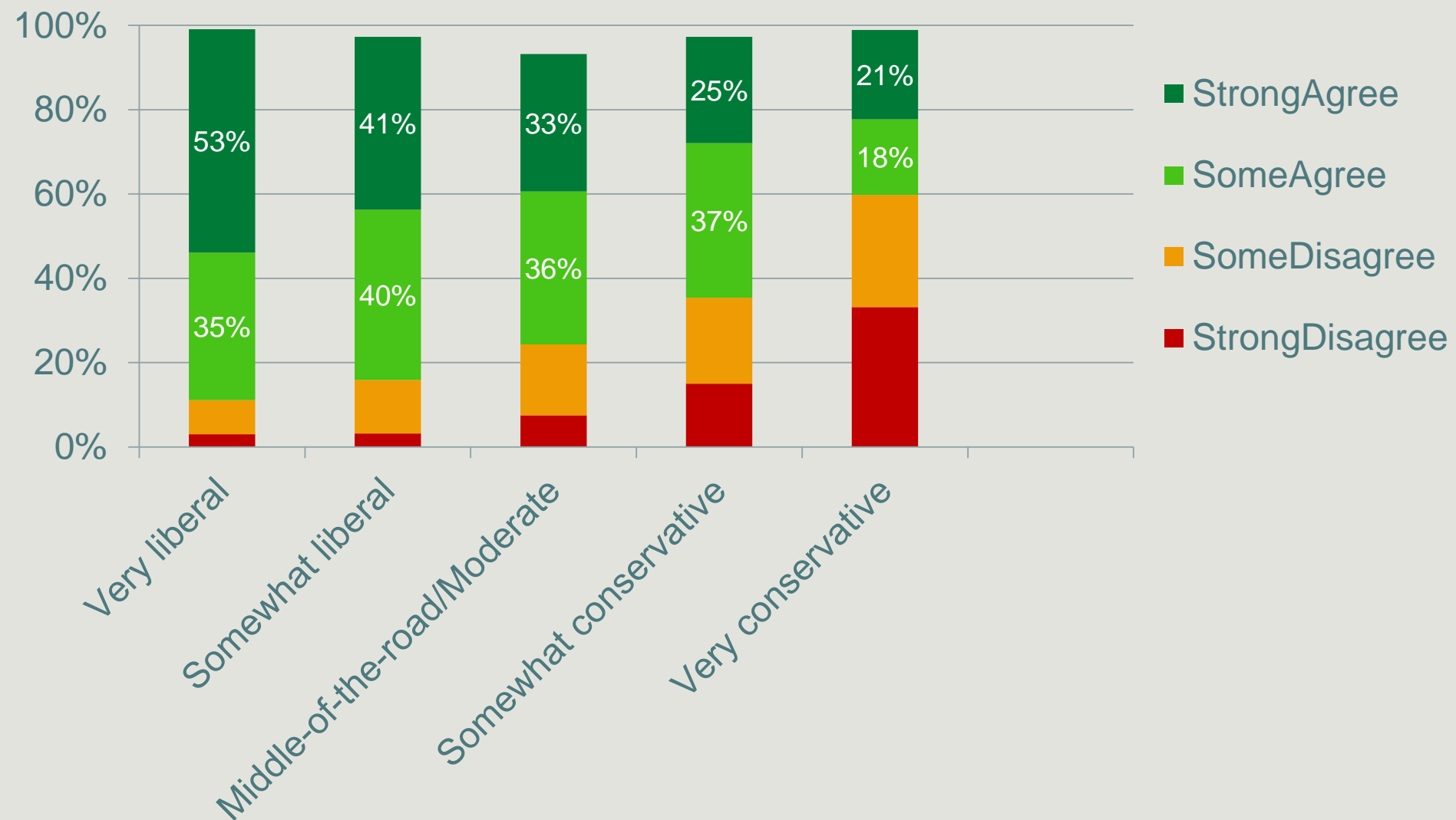
N=1774

Statement:	Year CNAD Survey	Strongly disagree %	Somewhat disagree %	Somewhat agree %	Strongly agree %	Don't know %
Q22.1. The way we live produces too much waste. (non-sig. demograph. diff: R=89,D=94)	2004	1	6	37	54	1
	2014	2.2	5.0	31.0	60.0	1.8
Q22.2. We focus too much on getting what we want now and not enough on the needs of future generations. (insig. demograph. diff.)	2004	4	8	36	50	2
	2014	2.5	6.5	35.0	53.7	2.2
Q22.3. Buying and consuming is the American way, there's nothing wrong with that. (political & ideological sig: R=67 D=47; c=67 l=37; also intrinsic/extrinsic)	2004	21	37	29	11	1
	2014	14.4	32.7	32.9	17.9	2.1

25. Please indicate your level of agreement or disagreement with the following statements: N=1774

Statement:	Year	Strongly disagree	Somewhat disagree	Somewhat agree	Strongly agree	Don't know
Q25.1. Protecting the environment will require most of us to make major changes in the way we live. (Sig: R=80, D=90; VC=70,VL=91, non-sig +F, <age, <income)	2004	5	12	41	40	2
	2014	4.5	9.3	40.1	85% 44.5	1.5
Q25.2. My own buying habits have a negative effect on the environment. (Age<25=60%,+65=40%; Income >150k-10%; PolPty=20%; VeryC/L=35%)	2004	22	37	29	31% 4	8
	2014	17.2	30.0	37.6	49% 11.6	3.6
Q25.3. Americans are responsible for many of the world's environmental problems because we consume more resources and produce more waste compared to other countries. Age L 82- H 64%; R=58%, D=84%; Ideol.: 89,84,74,63,40	2004	13	17	34	30	6
	2014	9.9	16.2	35.2	70% 35.0	3.7

Americans are responsible for many of the world's environmental problems because we consume more resources and produce more waste. (CNAD 25.3 X Ideo. Tab n=1761)



Observations from Other Sources

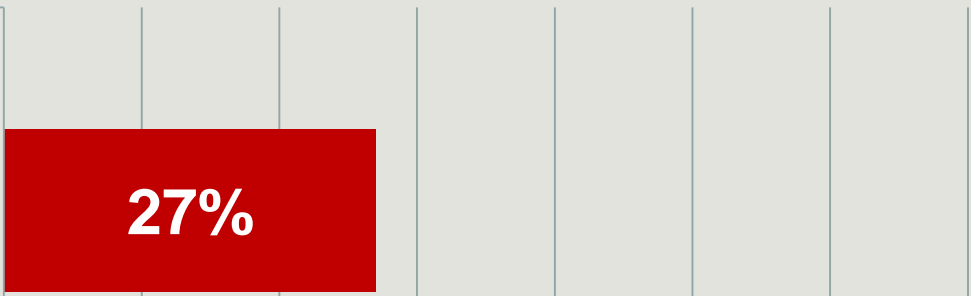
Eugene Sustainability Survey DHM&PI 2011 N=300 Forced Choice:

A. We need to get the economy going by consuming goods and services OR

B. We'll be better off by consuming less and living more simply.

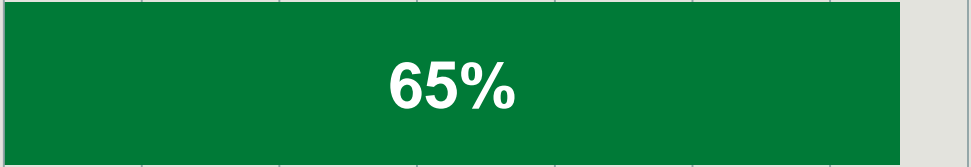
Percent Agreement

Grow economy by
consuming goods and
services



27%

Consume less and live
more simply



65%

0% 10% 20% 30% 40% 50% 60% 70%

Observations from Other Sources

PI & SFStateUniv.- National (Mturk internet) December 2011 N=554

- A. We need to get the economy going by consuming goods and services OR
- B. We'll be better off by consuming less and living more simply.

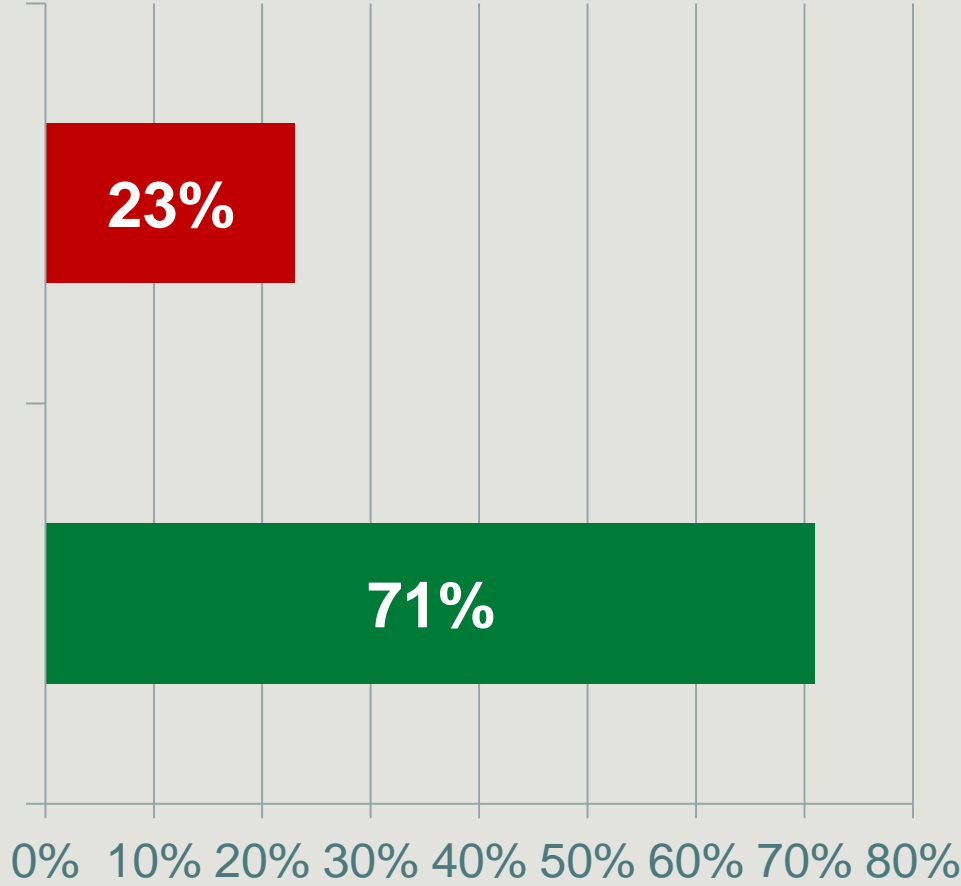
Percent Agreement

Grow economy by
consuming goods and
services

23%

Consume less and live more
simply

71%

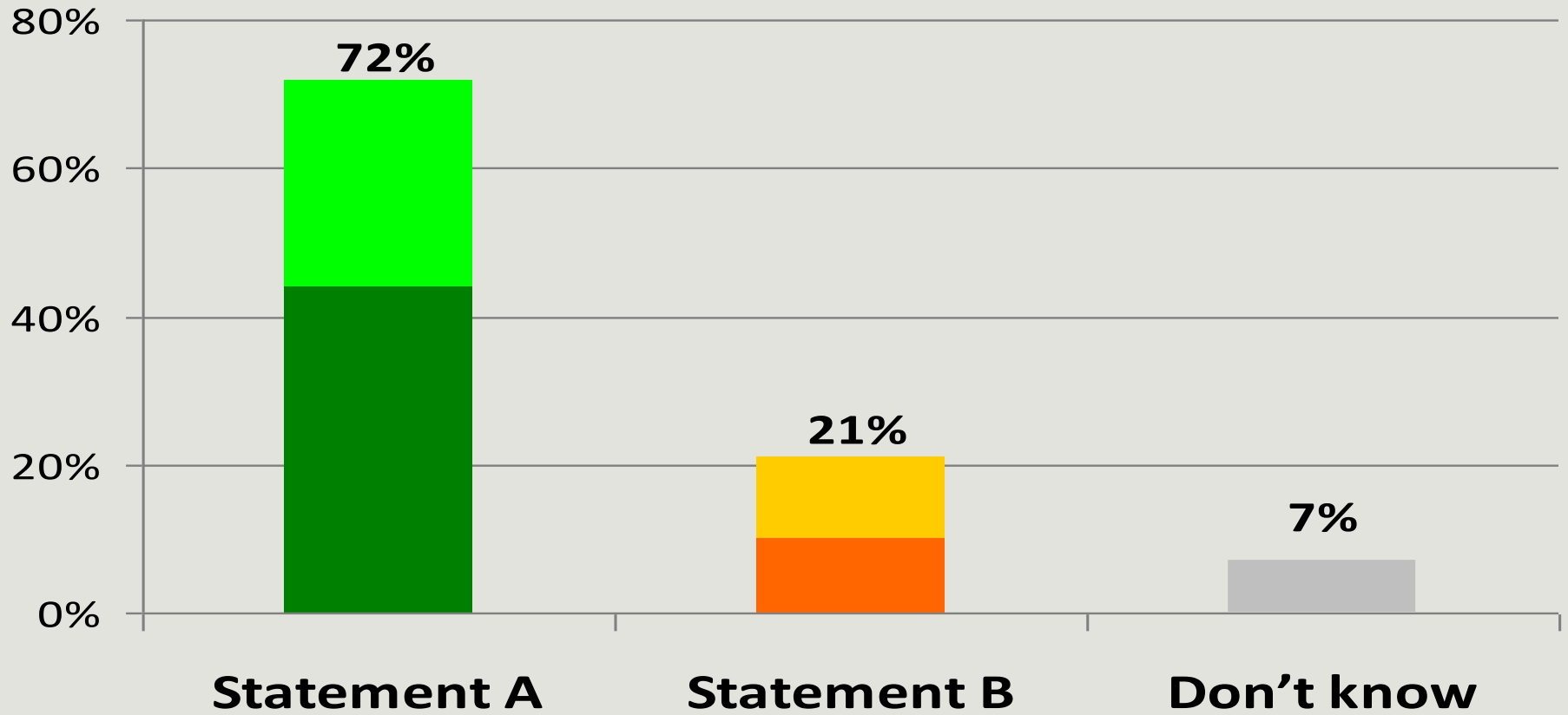


Which statement comes closest to your view?

Oregon Values Project 2013 N=4000 (dark color = strong level agreement)

Statement A:
Climate change requires us to change our way of life such as driving less or living more simply

Statement B:
If climate change becomes a problem we can deal with it later



EARTH



PolicyInteractive Research
www.policyinteractive.org