

4 | Editor's Desk

BRIEFING

9 | Verbatim

10 | LightBox

Unhappy workers in Spain

12 | World

Egypt's pain and Greece's prospects

14 | Nation

Our Obama-Romney scorecard

16 | Profile

A nun takes on the Vatican

18 | Economy

The sky-high cost of baggage fees

19 | Health & Science

When athletes must prove their gender

20 | Milestones

We lose Rodney King and a football star

COMMENTARY

21 | Viewpoint

Massimo Calabresi on why Europeans could decide the 2012 U.S. presidential contest

22 | Curious Capitalist

Rana Foroohar on negotiating the bond bubble

24 | In the Arena

Joe Klein on the undecided heartland

ON THE COVER:

Photo-Illustration by Jeff Minton for TIME



Middle-class families—and their aspirations—define the U.S.
Photograph by Jeff Minton for TIME

FEATURES

26 The American Dream: A Biography

It has seen better days, but it's an idea that has shaped the nation's destiny from the beginning—and can point the way to the future

by Jon Meacham

40 The Voters Who Matter

Purple voters. The Kennedy Generation. Meet the people Barack Obama and Mitt Romney must win over to take the White House

by Mark Penn

44 China's Apple Crush

Workers in Chinese factories already make all those iPhones and iPads. Someday soon they may buy most of them

by Hannah Beech

THE CULTURE

52 | Pop Chart

Q&A with RuPaul. Also: Adidas' "slave" sneakers and the dot-everything trend

54 | Movies

The guy behind *Family Guy* goes big in *Ted*

57 | Tuned In

TV as op-ed: Aaron Sorkin's *The Newsroom*

58 | Sports

What Navy SEALs can teach Olympians

60 | Environment

The greenest office in the world?

62 | The Awesome Column

Joel Stein saves Europe

64 | 10 Questions

Susan Rice, U.S. ambassador to the U.N.



Seth MacFarlane's Ted, page 54

TIME (ISSN 0040-781X) is published weekly, except for two issues combined at year-end, by Time Inc. Principal Office: Time & Life Building, Rockefeller Center, New York, NY 10020-1393. Periodicals postage paid at New York, N.Y., and at additional mailing offices. Canada Post Publications Mail Agreement No. 40110178. Return undeliverable Canada addresses to: Postal Srv A, P.O. Box 4322, Toronto, Ont., M5W 3G9. GST #B88381621R10001 © 2012 Time Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. TIME and the Red Border Design are protected through trademark registration in the United States and in the foreign countries where TIME magazine circulates. U.S. subscriptions: \$49 for one year. **Subscribers:** If the Postal Service alerts us that your magazine is undeliverable, we have no further obligation unless we receive a corrected address within two years. **Postmaster:** Send address changes to P.O. Box 62120, Tampa, FL 33662-2120. **CUSTOMER SERVICE AND SUBSCRIPTIONS—For 24/7 service, please use our website: www.time.com/customer-service.** You can also call 1-800-843-TIME or write to TIME, P.O. Box 62120, Tampa, FL 33662-2120. **Mailing list:** We make a portion of our mailing list available to reputable firms. If you would prefer that we not include your name, please call, or write us at P.O. Box 62120, Tampa, FL 33662-2120, or send us an e-mail at privacy@time.customersvc.com. Printed in the U.S.