

StrategyOne Public Opinion Survey: The 'American Dream' in today's economy

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Survey Methodology

- StrategyOne conducted 1,008 telephone interviews among a representative sampling of Americans between October 11 and 12, 2010.
- The overall margin of sampling error at the 95% level of confidence is = +/- 3.1% overall and larger for subgroups.
- Statistical weights were designed from the United States Census Bureau statistics.



Key Insights & Conclusions

- StrategyOne's recent survey found that the 'American Dream' eludes half the country -- just over half of Americans, 52%, believe they are living the American Dream today.
- Among those in households earning between \$40,000 and \$50,000 -- typically considered to be a typical middle income -- that belief drops to just 41%.
- Even 42% of college graduates don't feel they are living the 'Dream'.
- 1 in 3 or 29% of those in households earning \$75,000 or more a year -- the highest income category in the survey -- report they are not living the American Dream.
- And of the 48% of the country who say they aren't living the American Dream now, 56% don't think they ever will.



Key Insights & Conclusions

- Consumers still expressed underlying optimism -- 74% believe that the ideal of reaching the American Dream and being able to 'make it' in America is largely true and possible.
- Even 68% of households earning under \$25,000 agree.
- There is also amazing consistency across racial groups on this point:
- 78% of Blacks believe the goal of reaching the American Dream is true and possible;
- 76% of Hispanics/Latinos agree;
- 73% of Whites share this belief.



Key Insights & Conclusions

- 81% of consumers believe that if you work hard and play by the rules, you can achieve a middle-class life in America.
- 74% said achieving success was more about working hard, not just good luck.
- 71% of those earning under \$25,000 a year agreed, as did 69% of those earning between \$25,000 and \$40,000.
- 78% of those earning \$75,000 and over shared this belief.



Key Insights & Conclusions

- However, consumers did express concerns about America's future prospects.
- Asked how high school-aged people's lives would compare to their own, 31% of consumers thought the young people would have a worse life than they have had.
- 44% said that people in high school today would have a world filled with more wars and violence than they had seen in their lives.
- 33% thought Americans would be less healthy in the future than they are today.



Key Insights & Conclusions

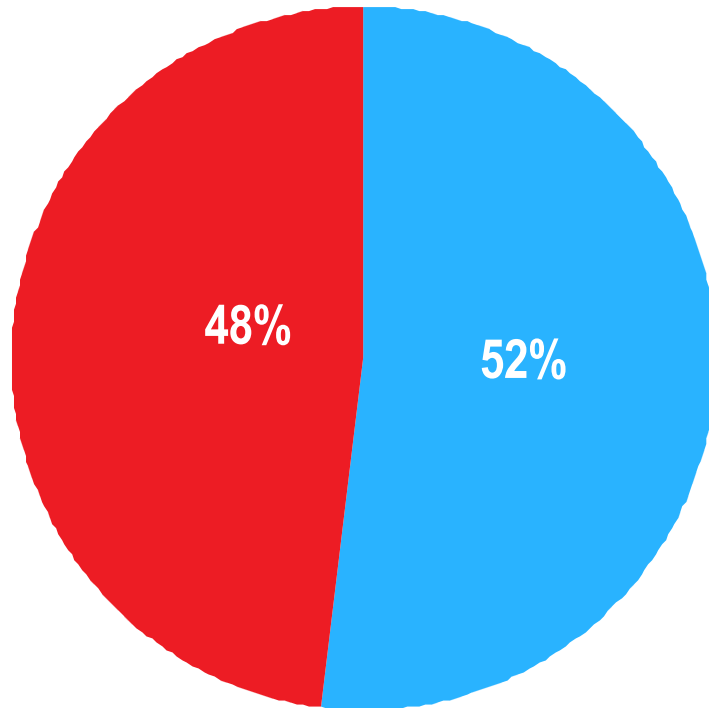
- 68% agreed that they hated to admit it, but America's power is fading in the world.
- And nearly half, 49%, thought that countries like China and India are so far ahead of America that the United States won't be able to catch up.
- But only 28% believed that America can no longer accomplish great things – evidence that consumers are reluctant to embrace a defeatist attitude.



Just over half are living the American Dream

Are you living the American Dream today?

No

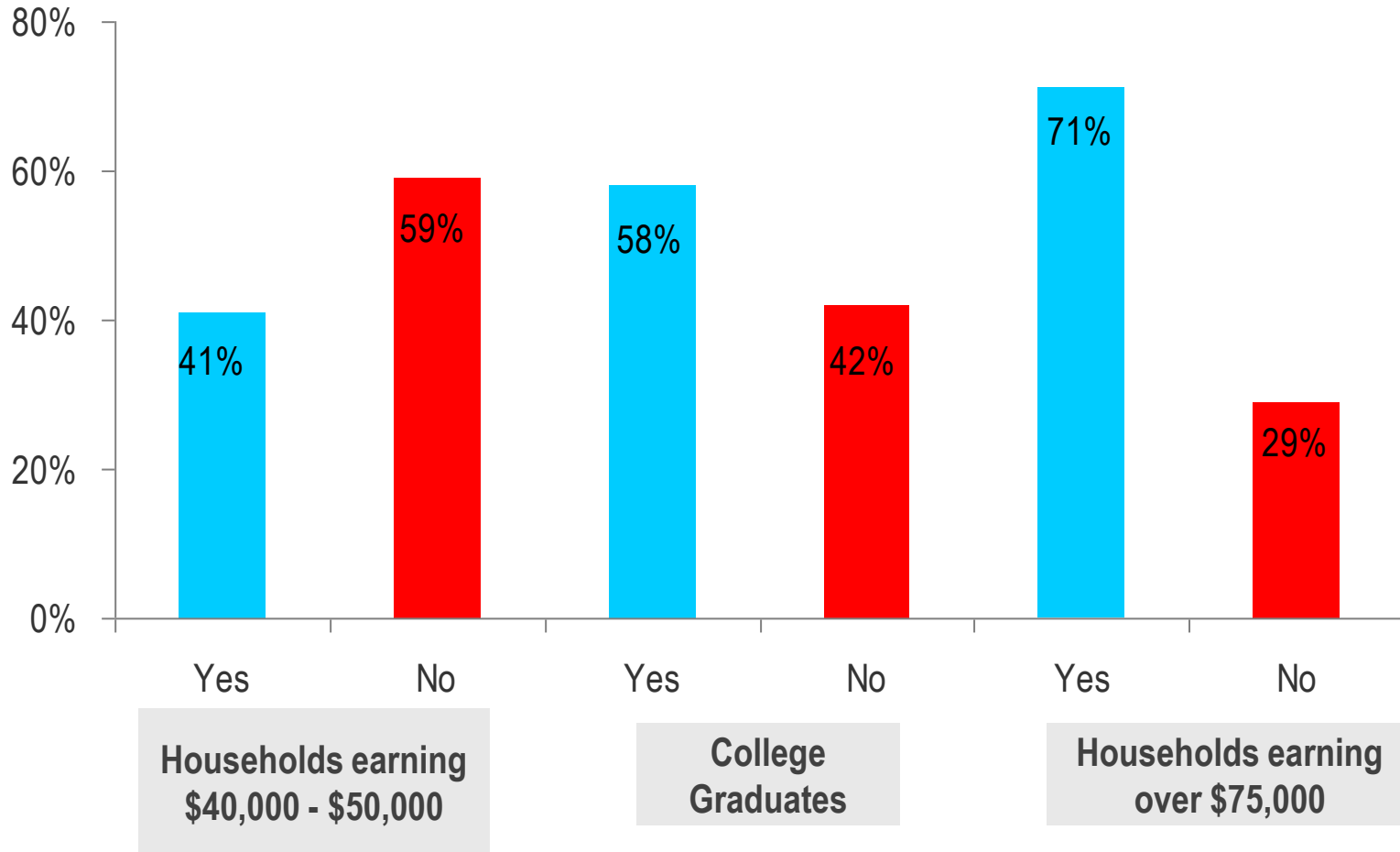


Yes



Across income and education levels, many doubt they have achieved the American Dream

Are you living the American Dream today?



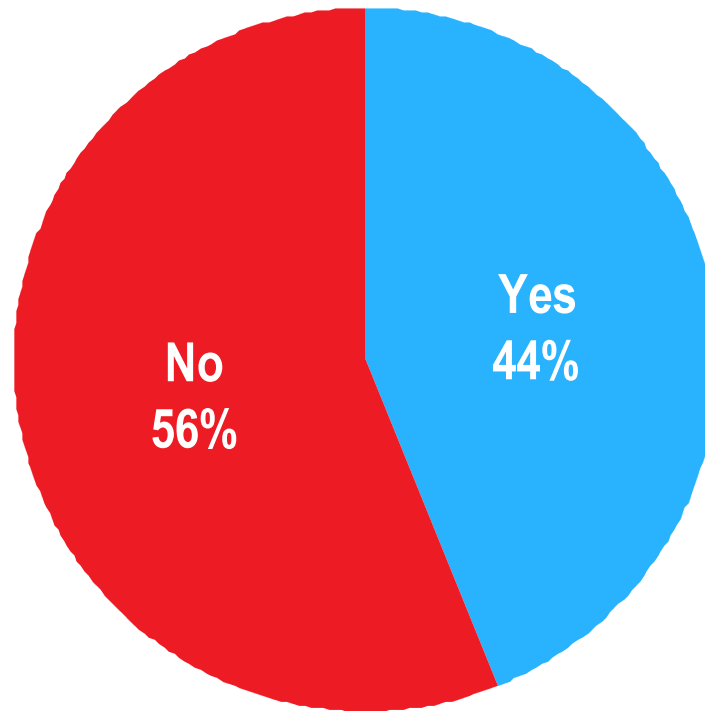
Question text: Are you living the American Dream today? (Among households earning between \$40,000 and \$50,000 a year; college graduates; and households earning over \$75,000 a year)



Of those not living the American Dream, over half doubt they ever will

Do you believe you ever will live the American Dream?

Among the 48% who say they are not living the American Dream today



Question text: Among those 48% who report not living the American Dream today: *Do you believe you will ever live the American Dream?*

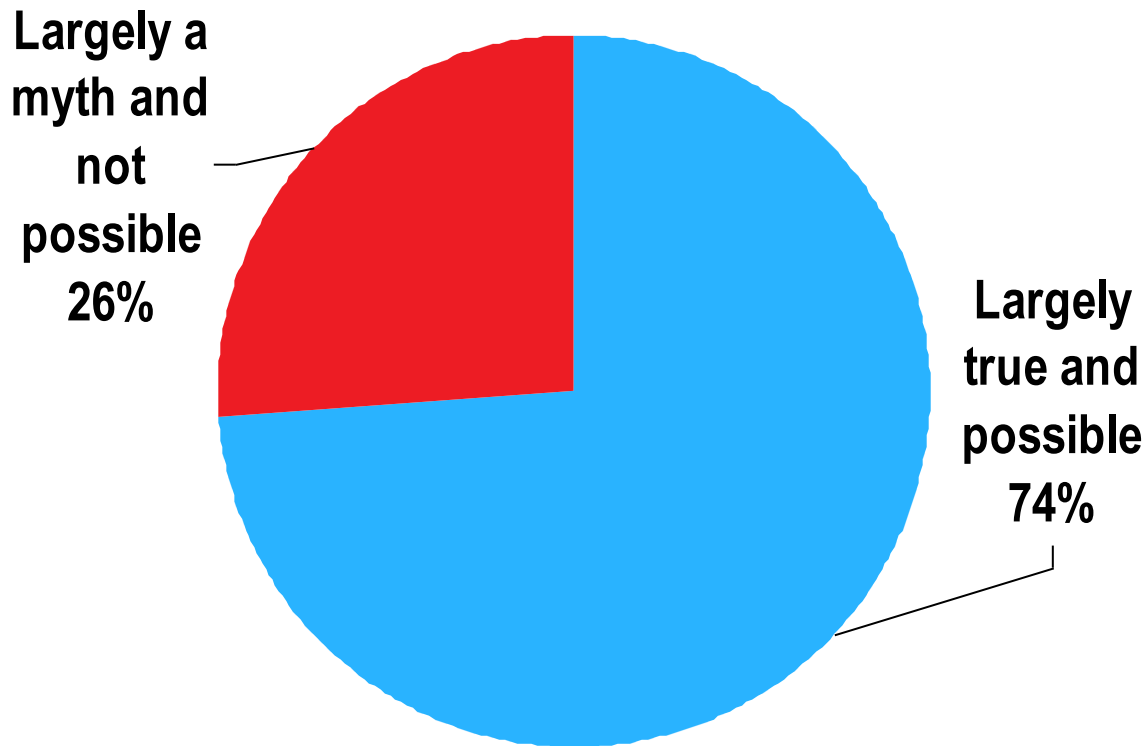


Is the American Dream Still
Achievable Today?



Most believe the American Dream is still possible

The idea and promise of the American Dream is ...



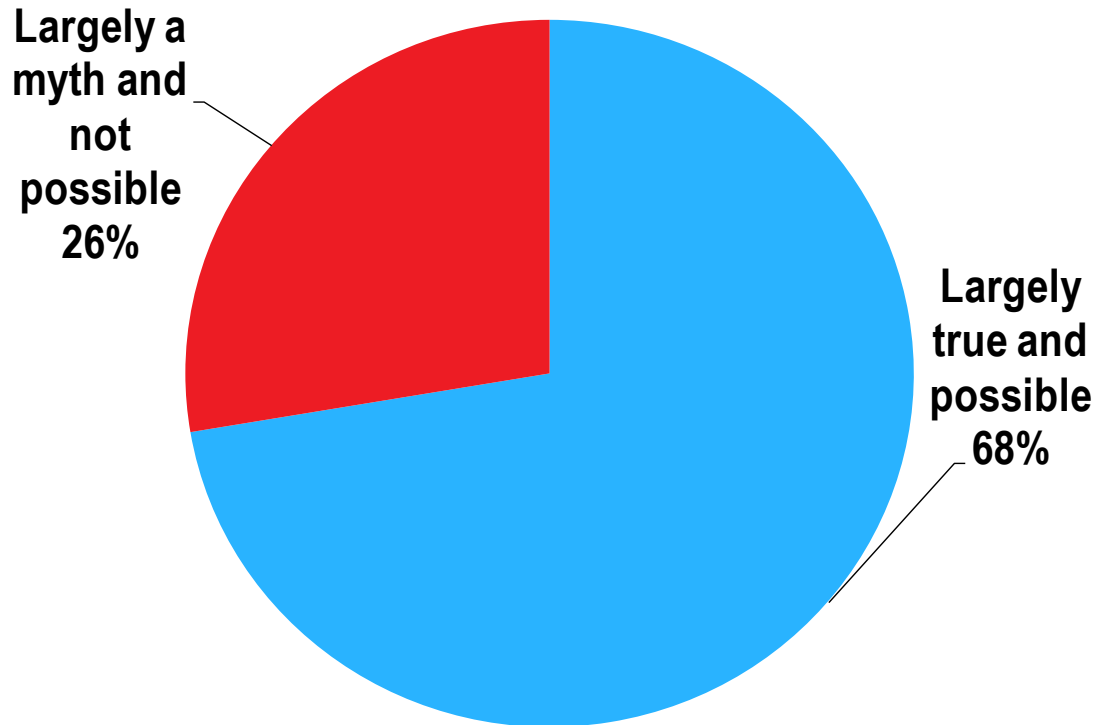
Question text: *The idea and promise of reaching the American Dream and being able to 'make it' in America is ... largely a myth and not possible, or largely true and possible?*



Most believe the American Dream is still possible

The idea and promise of the American Dream is ...

Among those earning less than \$25,000 per year

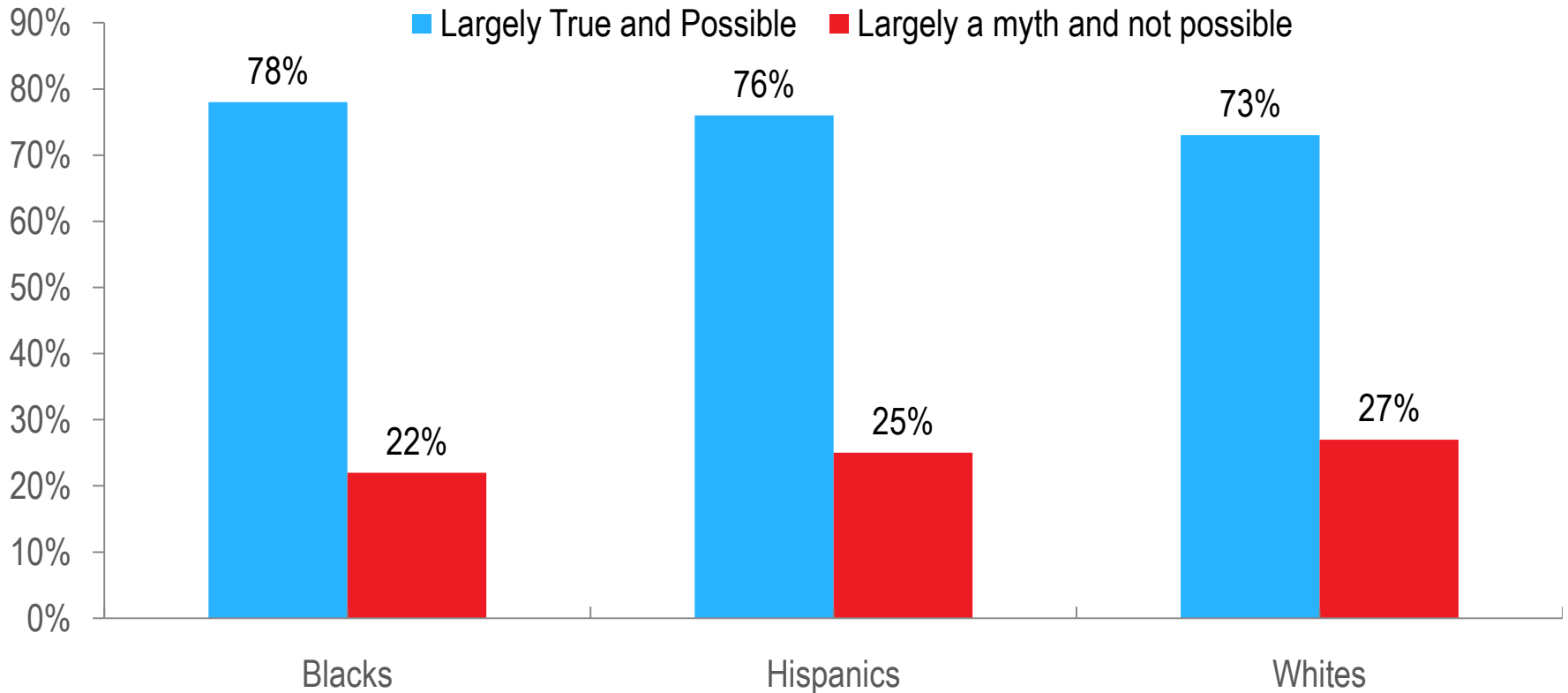


Question text: *The idea and promise of reaching the American Dream and being able to 'make it' in America is ... largely a myth and not possible, or largely true and possible? (Among those with household income under \$25,000 per year)*



Across ethnicities, strong belief in the American Dream

The idea and promise of reaching the American Dream is ...

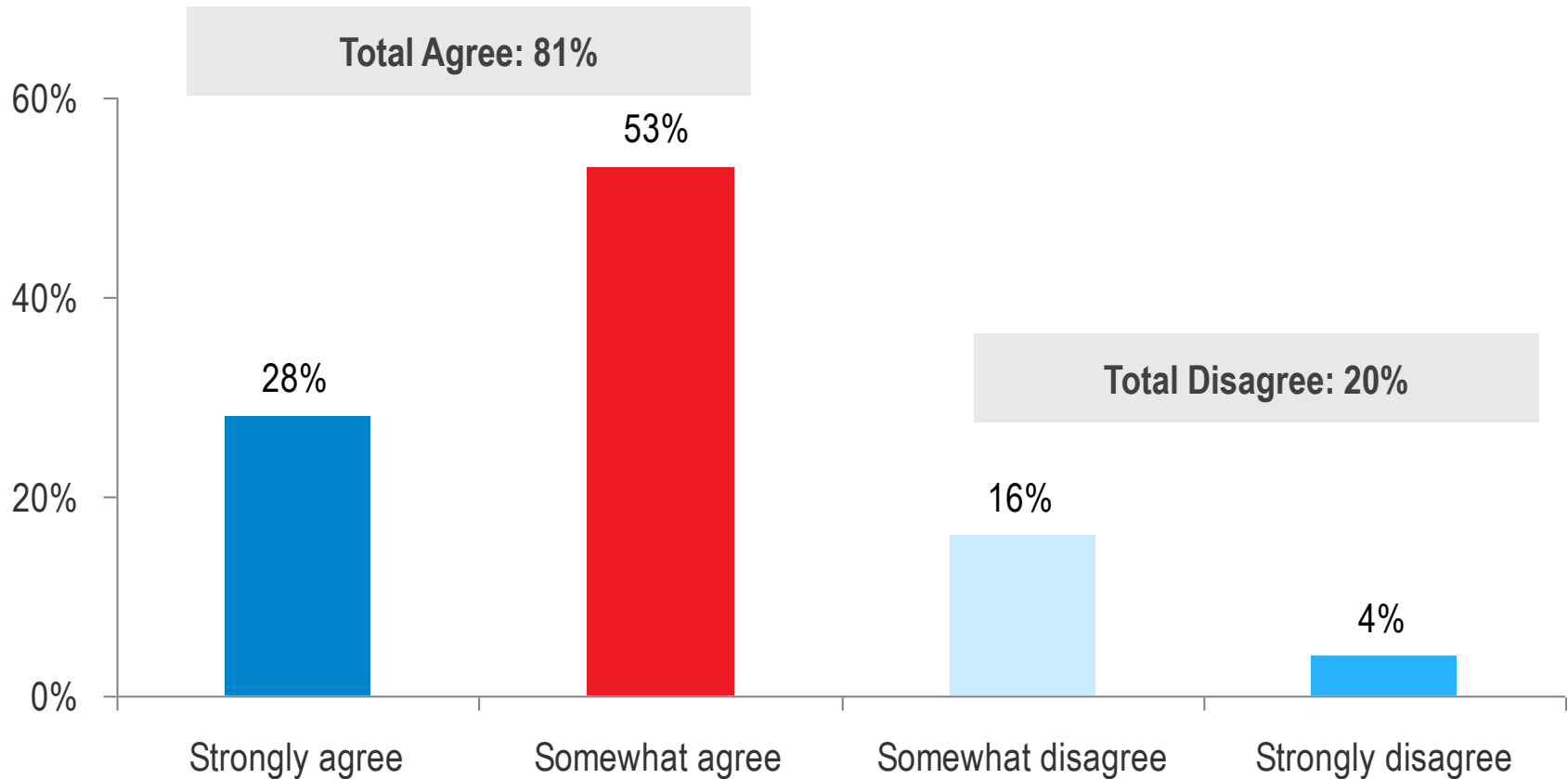


Question text: The idea and promise of reaching the American Dream and being able to 'make it' in America is ...
Largely true and possible OR Largely a myth and not possible.



Most Believe Hard Work, Fair Play Keys to Success

If you work hard and play by the rules, you can achieve a middle class life

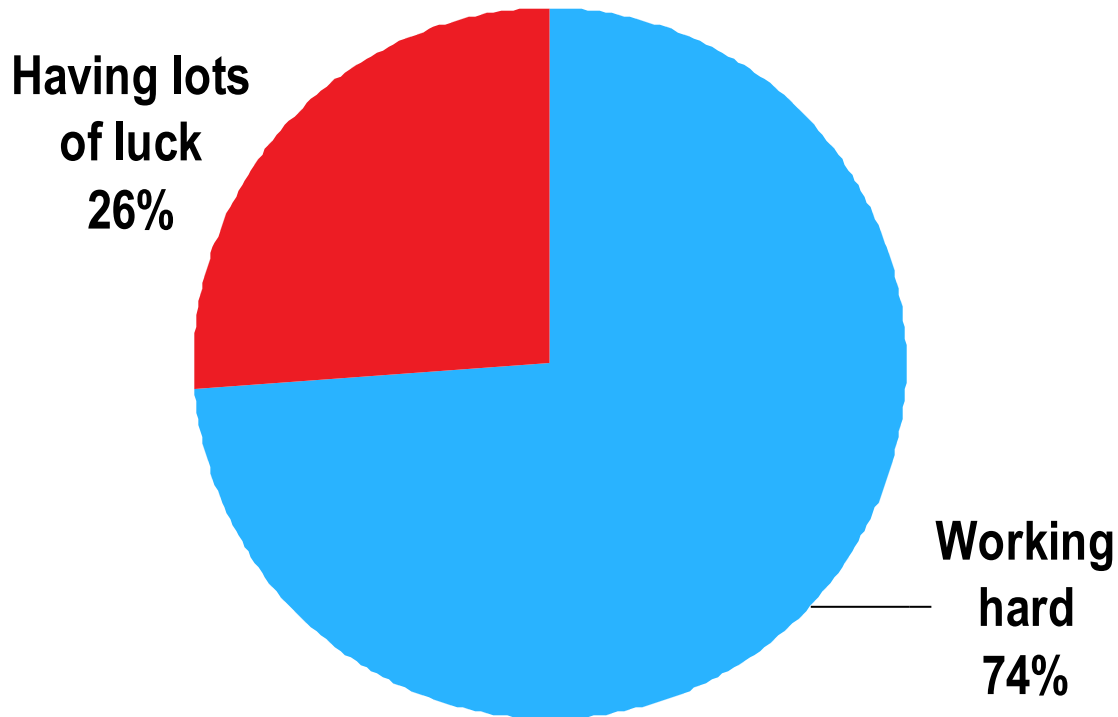


Question text: Please indicate whether if you agree or disagree with ... the following: If you work hard and play by the rules, you can achieve a middle class life in America today.



Hard work more important than luck

Achieving success in America today is more about ...



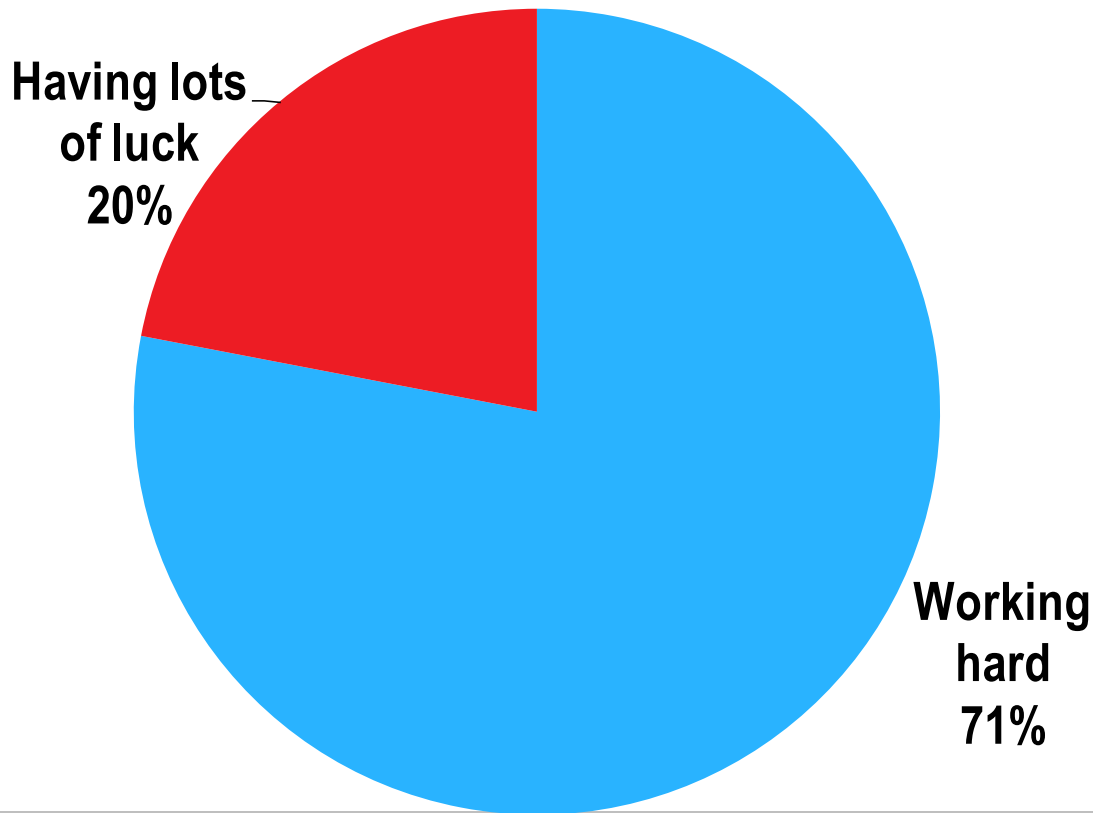
Question text: *Achieving success in American today is more about ... having lots of luck, or working hard?*



Hard work more important than luck

Achieving success in America today is more about ...

Among those earning below \$25,000 a year:



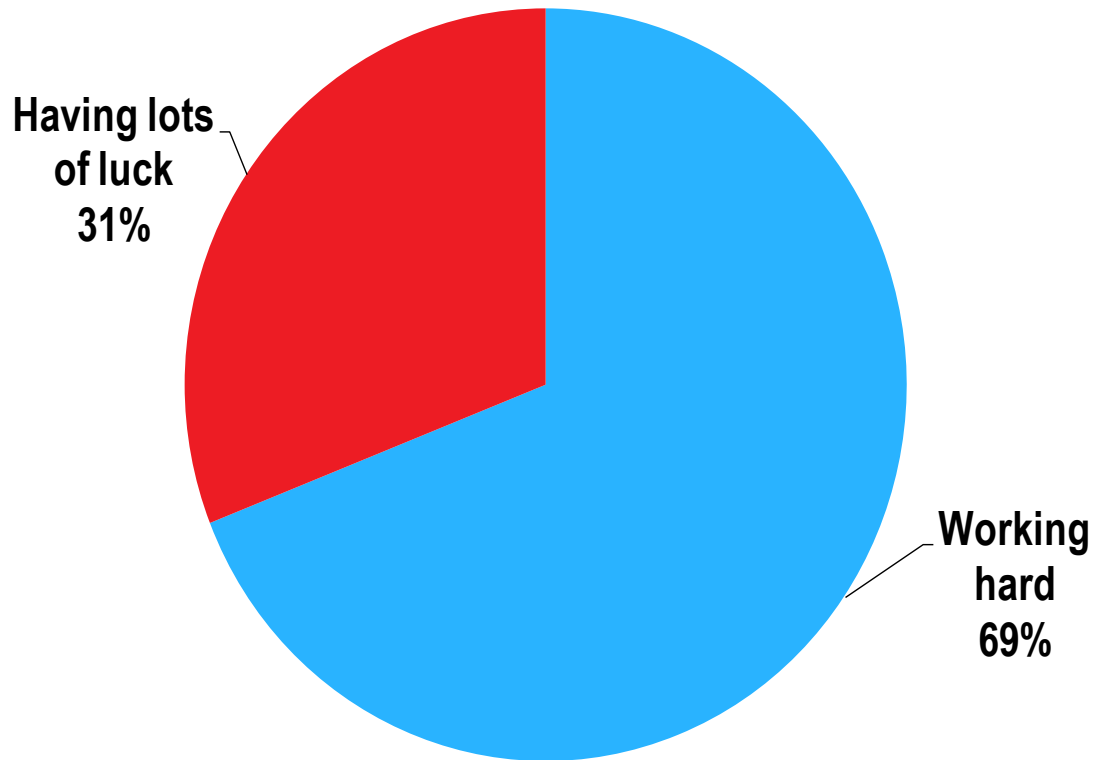
Question text: *Achieving success in American today is more about ... having lots of luck, or working hard? (Among households earning \$25,000 or less annually.)*



Hard work more important than luck

Achieving success in America today is more about ...

Among those earning between \$25,000 and \$40,000 a year:



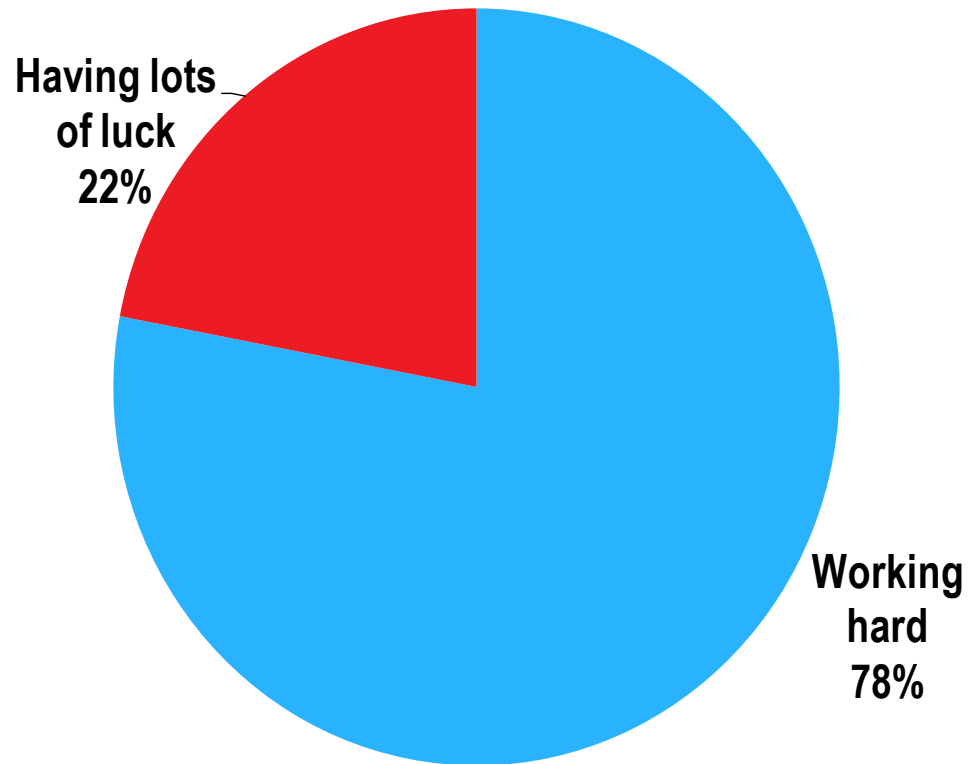
Question text: *Achieving success in American today is more about ... having lots of luck, or working hard? (Among households earning between \$25,000 and \$40,000 annually.)*



Hard work more important than luck

Achieving success in America today is more about ...

Among those earning over \$75,000 a year:



Question text: *Achieving success in American today is more about ... having lots of luck, or working hard? (Among households earning over \$75,000 annually.)*

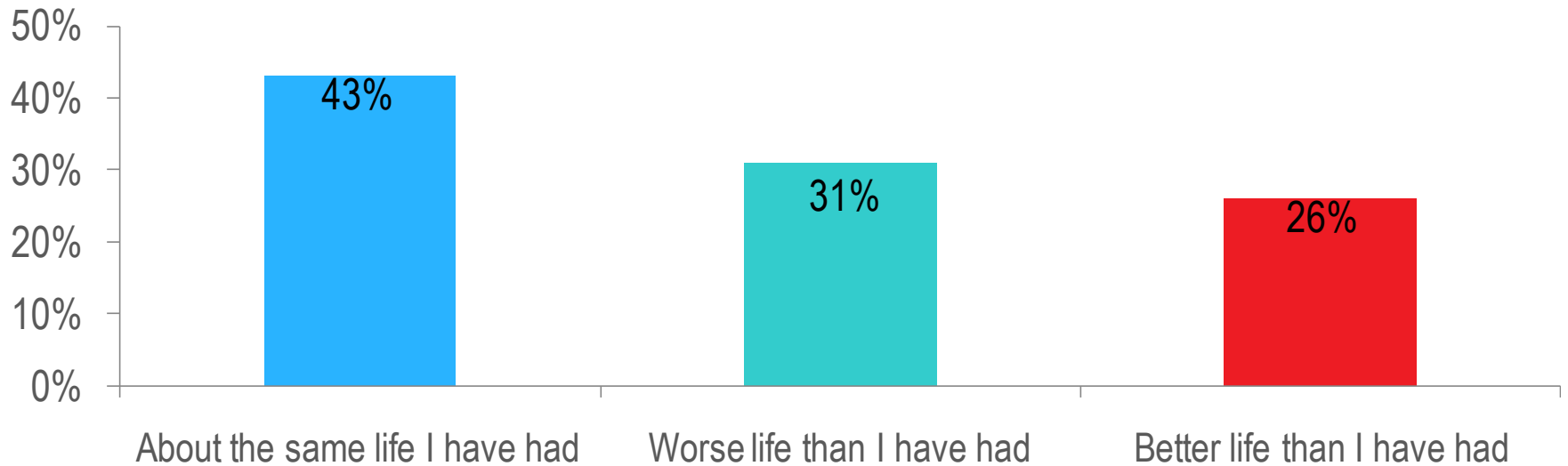


Concerns about America's future



Future prospects of today's high school students

People now in high school will have ...

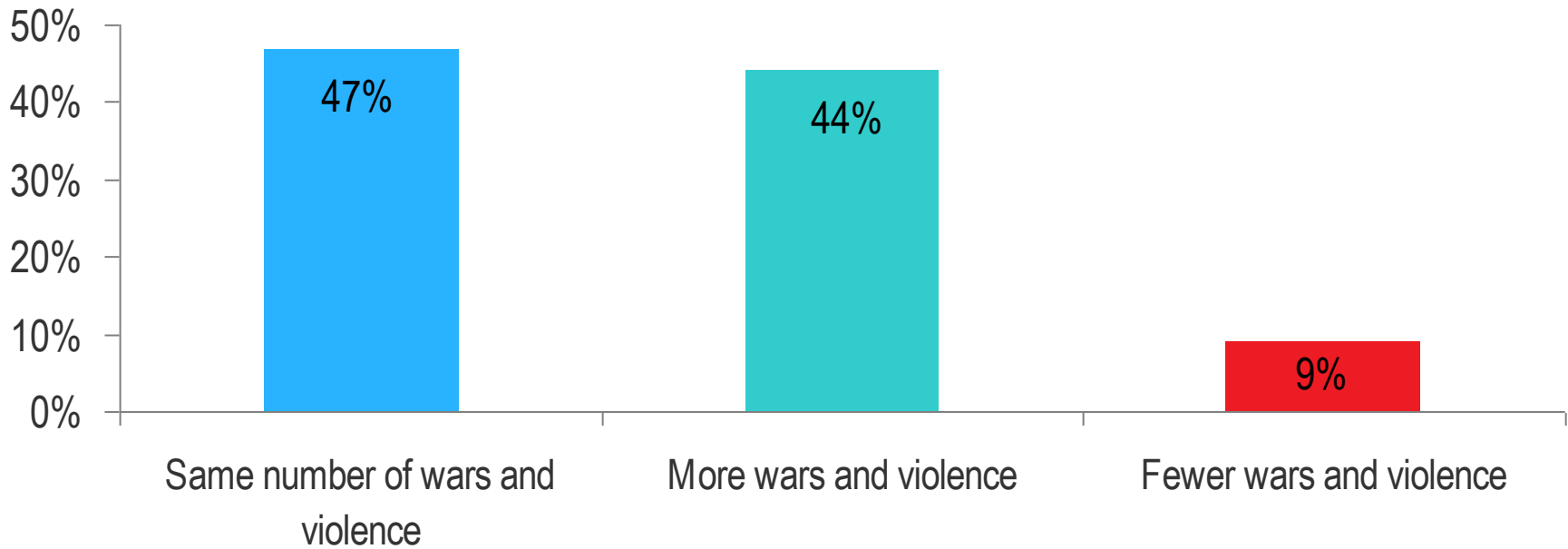


Question text: *People now in high school, will over the course of their lives, have ... about the same life I have had, a worse life than I have had, or a better life than I have had?*



Fears of More Wars, Violence in the Future

Today's High School students will see ...

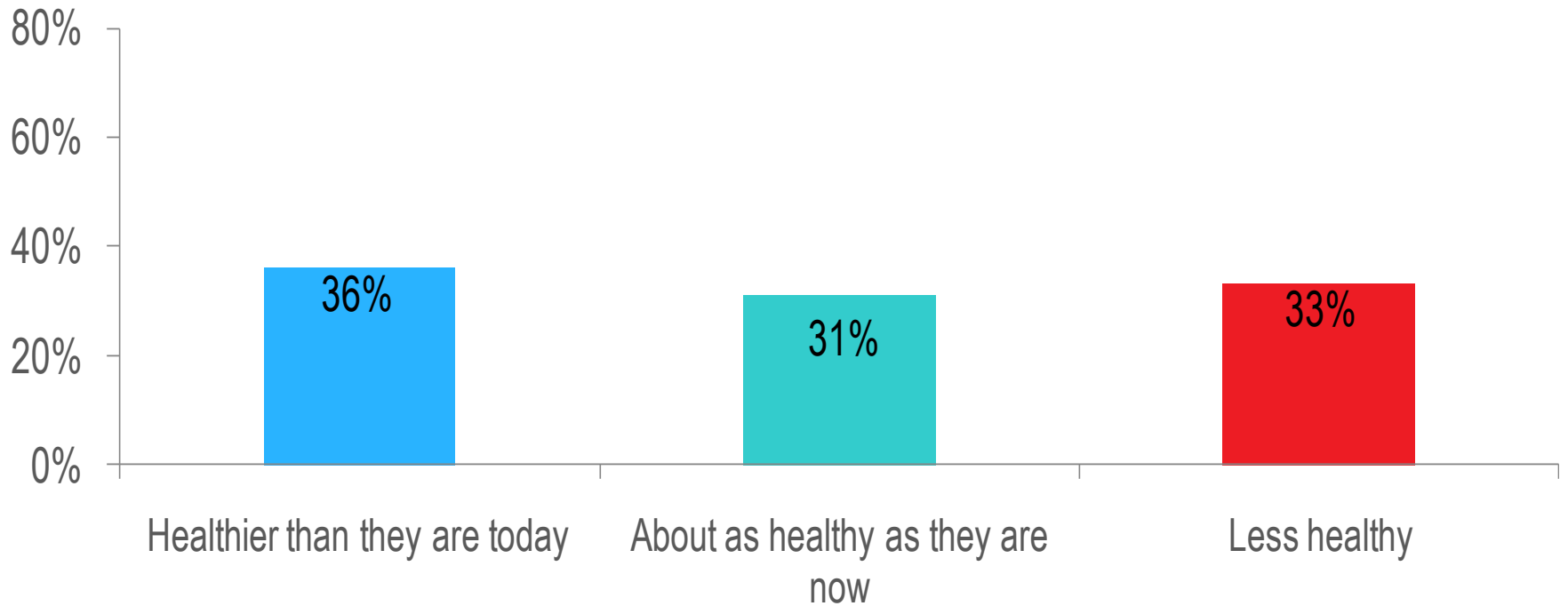


Question text: *People now in high school, will over the course of their lives, have ... about the same number of wars and violence as I have seen; more wars and violence; or fewer wars and violence?*



Will Americans be healthier in the future?

Americans in the future will be ...

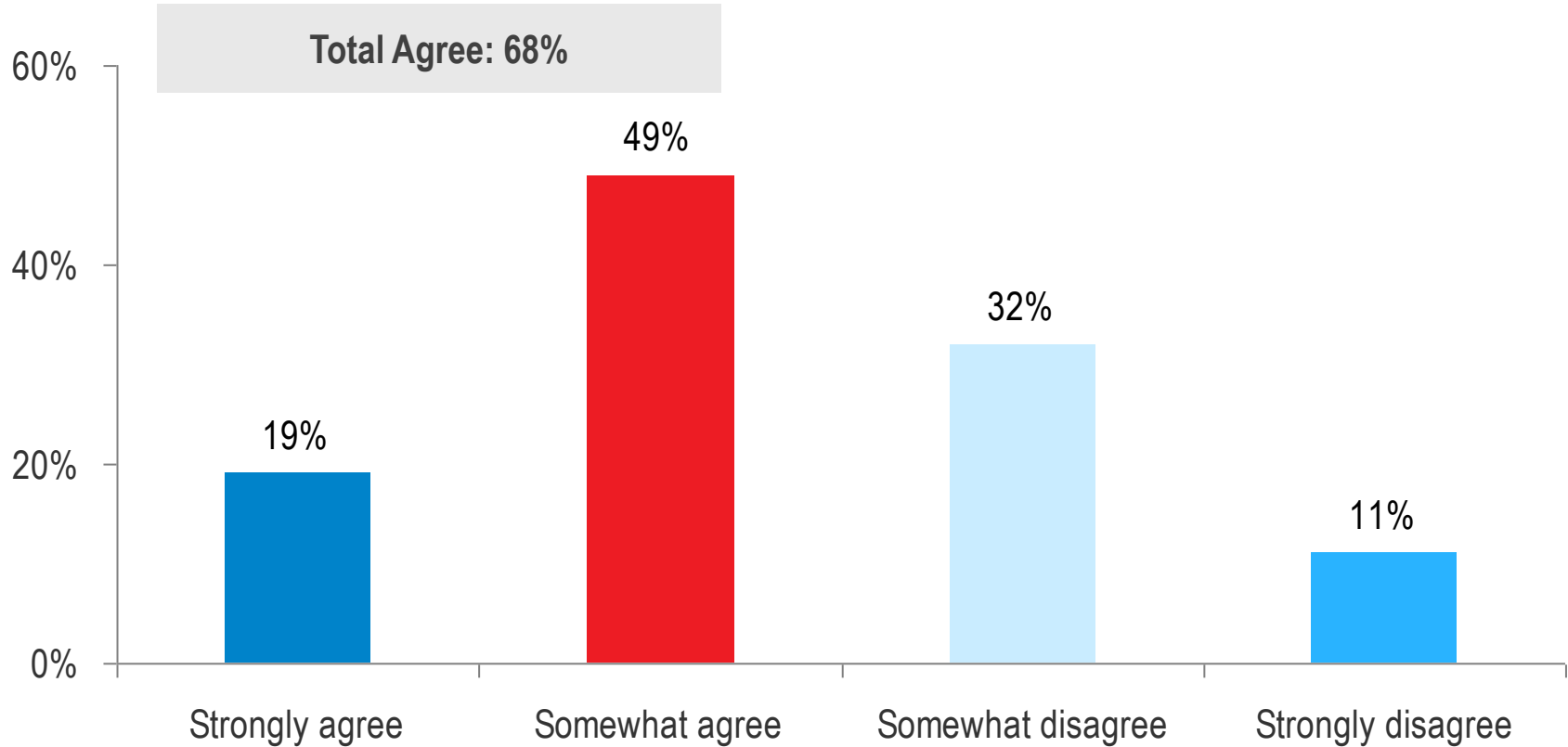


Question text: In 10 years from today, the American people will be ... Healthier than they are today, Less healthy than they are today, or about as healthy as they are today.



Is America's influence declining?

I hate to admit it, but America's power is fading in the world

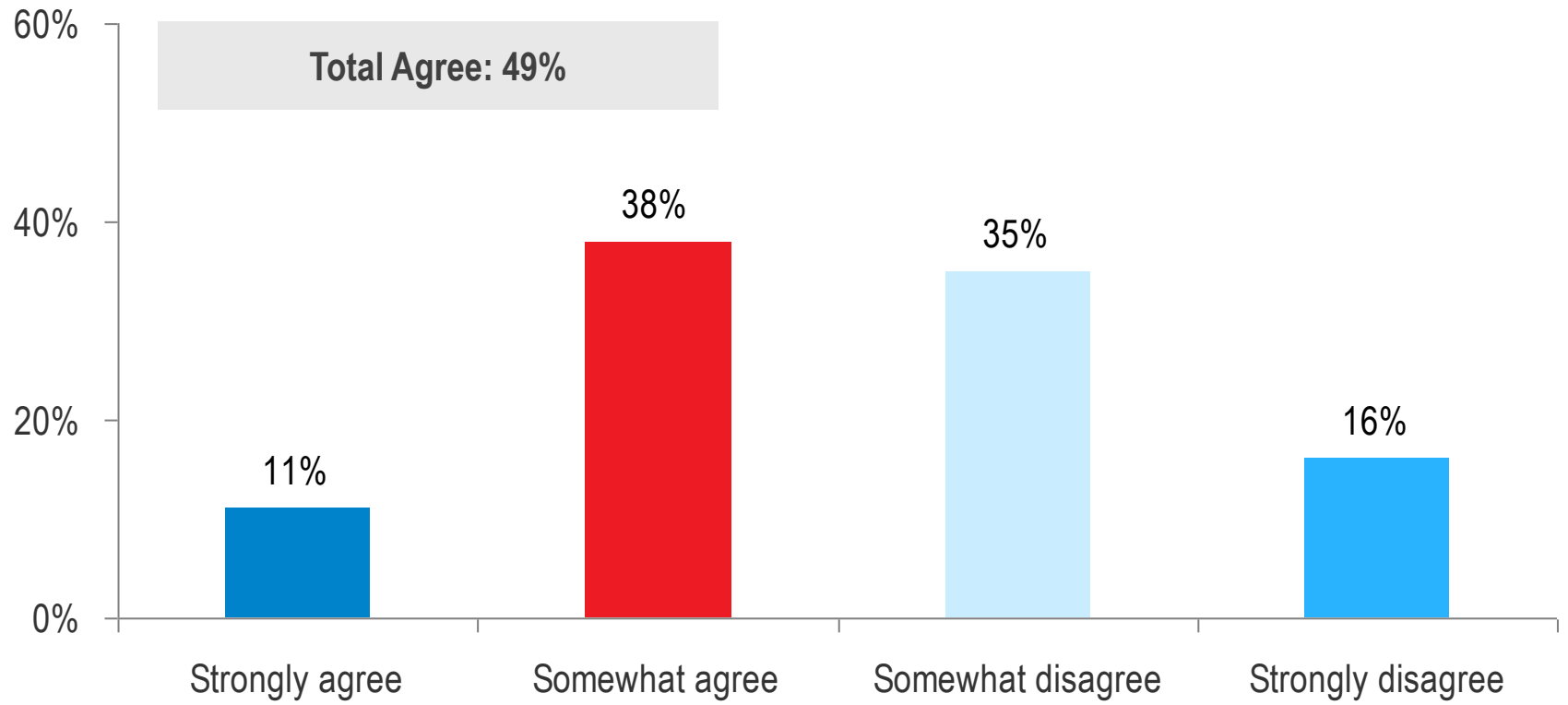


Question text: Please indicate if you agree or disagree with ... the following: I hate to admit it, but America's power is fading in the world.



Is America on the decline?

I worry America won't be able to catch up to countries like China, India

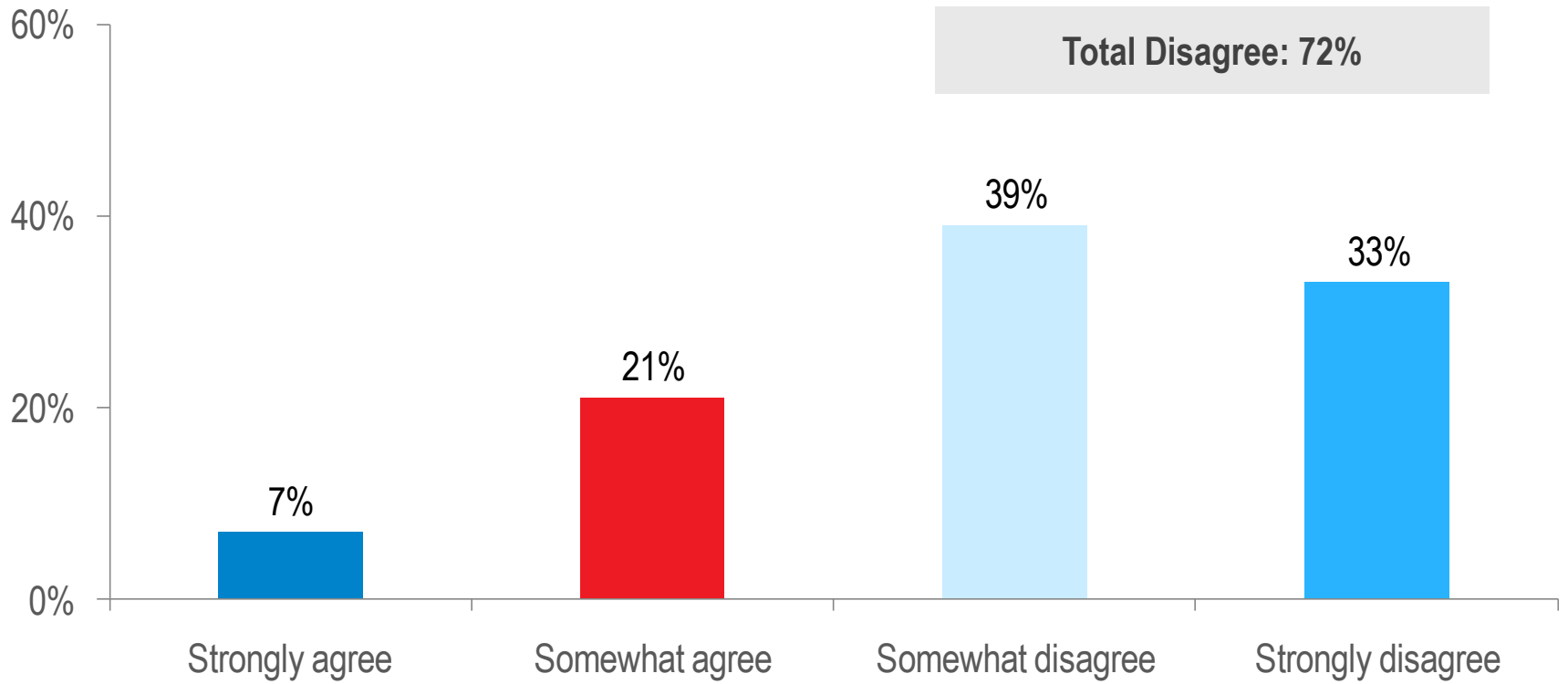


Question text: Please indicate if you agree or disagree with ... the following: Countries like China and India are in so many ways ahead of America, I worry that we may not be able to catch up.



Consumers don't embrace defeatism

America as a country can no longer accomplish big things



Question text: Please indicate if you agree or disagree with ... the following: America as a country can no longer accomplish big things.



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