



American Dream
Fieldwork Dates: 27th - 28th September 2018

Conducted by YouGov
On behalf of Internal

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1209 adults. Fieldwork was undertaken between 27th - 28th September 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

**Internal
American Dream**

US_nat Sample: 27th - 28th September 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

GOA_q1. How connected, if at all, do you generally feel to your ethnic background(s)?

Unweighted base	1209	555	654	335	367	507	228	287	432	262	820	139	151	99	440
Base: All US Adults	1205	600	605	376	368	461	238	281	427	259	772	147	188	98	504
Very connected	29%	26%	33%	20%	34%	33%	26%	25%	35%	28%	25%	25%	31%	32%	33%
			A		C	C			F,G			J,L,M		*	P
Somewhat connected	34%	36%	32%	39%	31%	33%	35%	32%	32%	40%	31%	39%	42%	36%	32%
									H		20%	3%	14%	16%	13%
Not very connected	17%	15%	18%	17%	17%	16%	21%	16%	15%	16%	20%	3%	14%	16%	13%
											K		14%	16%	13%
Not at all connected	11%	13%	9%	13%	8%	12%	11%	15%	8%	11%	14%	4%	5%	8%	11%
		B		D				H			K,L		5%	8%	11%
Don't know	9%	9%	8%	11%	10%	6%	7%	11%	10%	5%	9%	7%	8%	7%	11%
			E		E			I						*	

GOA_q2. Growing up, did your family have any special celebrations or practices that were tied to your ethnic background(s)?

Unweighted base	1209	555	654	335	367	507	228	287	432	262	820	139	151	99	440
Base: All US Adults	1205	600	605	376	368	461	238	281	427	259	772	147	188	98	504
Yes, we did	35%	34%	36%	40%	33%	33%	43%	22%	34%	44%	29%	32%	54%	53%	30%
							G,H		G	G,H			J,K	J,K*	
No, we did not	56%	57%	55%	49%	57%	60%	48%	69%	56%	48%	63%	53%	37%	38%	57%
					C	C		F,H,I			K,L,M	LM		*	
Don't know	9%	9%	9%	11%	10%	7%	9%	9%	10%	8%	8%	15%	9%	10%	13%
			E								J			*	O,P

GOA_q3b. In your opinion, at what point would you consider a legal immigrant to be an American?

Please select all that apply.

Unweighted base	1209	555	654	335	367	507	228	287	432	262	820	139	151	99	440
Base: All US Adults	1205	600	605	376	368	461	238	281	427	259	772	147	188	98	504
When they officially move to the US	19%	19%	19%	27%	15%	16%	20%	17%	17%	24%	18%	22%	19%	26%	17%
				D,E						G,H				*	
If they begin working in the US	17%	15%	18%	24%	15%	12%	18%	16%	15%	18%	15%	25%	17%	15%	15%
				D,E							15%	J		*	
If they have children in the US	15%	13%	16%	17%	14%	13%	15%	12%	14%	17%	13%	21%	17%	13%	13%
											13%	J		*	
If they buy a home in the US	11%	10%	12%	13%	13%	8%	11%	8%	12%	12%	10%	15%	10%	13%	9%
				E	E				G		10%	15%	10%	13%	9%
If they have grandchildren in the US	9%	10%	8%	13%	7%	7%	7%	8%	7%	15%	8%	14%	10%	9%	9%
				D,E						F,G,H		J		*	
If they officially become an American citizen	69%	70%	68%	57%	64%	83%	66%	72%	70%	66%	73%	64%	57%	65%	64%
						C,D					K,L			*	
If they've lived in the US for a certain number of years	15%	13%	17%	17%	16%	13%	16%	15%	16%	14%	15%	20%	13%	16%	12%
											15%	20%	13%	16%	12%
At a different point	3%	3%	2%	3%	2%	2%	2%	3%	1%	5%	3%	1%	2%	3%	1%
								H		H	3%	1%	2%	*	
Don't know	7%	8%	7%	9%	10%	4%	9%	6%	8%	6%	5%	13%	11%	10%	9%
			E	E							5%	J	J	*	P
I don't think legal immigrants can ever be considered American	6%	6%	7%	6%	10%	3%	5%	7%	8%	4%	7%	9%	4%	4%	10%
				E					I		7%	9%	4%	*	O,P,Q

**Internal
American Dream**

US_nat Sample: 27th - 28th September 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

GOA_q1. How connected, if at all, do you generally feel to your ethnic background(s)?

Unweighted base	1209	408	235	126	582	12	144	59	361	51	283	926	423	389	249
Base: All US Adults	1205	379	208	114	558	12	140	56	390	49	287	918	441	379	239
Very connected	29%	28%	21%	33%	31%	12%	32%	39%	24%	33%	33%	28%	29%	32%	23%
		P		P	V	**		V*		*				AB	
Somewhat connected	34%	38%	38%	28%	34%	59%	30%	21%	37%	38%	33%	35%	37%	33%	32%
						**		*	U	*					
Not very connected	17%	15%	22%	26%	15%	-	19%	18%	18%	15%	19%	16%	16%	15%	22%
			N.O	N.O		**		*		*					AA.AC
Not at all connected	11%	11%	12%	8%	11%	21%	12%	17%	10%	5%	6%	13%	8%	12%	17%
						**		*		*		X			Z
Don't know	9%	8%	7%	5%	8%	8%	7%	5%	10%	8%	9%	8%	10%	8%	5%
						**		*		*					

GOA_q2. Growing up, did your family have any special celebrations or practices that were tied to your ethnic background(s)?

Unweighted base	1209	408	235	126	582	12	144	59	361	51	283	926	423	389	249
Base: All US Adults	1205	379	208	114	558	12	140	56	390	49	287	918	441	379	239
Yes, we did	35%	37%	39%	45%	35%	53%	32%	21%	37%	37%	41%	33%	37%	35%	34%
			N	N	U	**		*	U	*	Y				
No, we did not	56%	55%	58%	48%	58%	36%	59%	71%	50%	57%	49%	58%	52%	59%	61%
					V	**		V*	*	*		X			Z.AC
Don't know	9%	8%	3%	6%	7%	12%	9%	8%	13%	6%	9%	9%	12%	6%	5%
		P				**		*	R	*			AA.AB		

GOA_q3b. In your opinion, at what point would you consider a legal immigrant to be an American?

Please select all that apply.

Unweighted base	1209	408	235	126	582	12	144	59	361	51	283	926	423	389	249
Base: All US Adults	1205	379	208	114	558	12	140	56	390	49	287	918	441	379	239
When they officially move to the US	19%	21%	20%	20%	17%	-	12%	12%	26%	21%	16%	20%	22%	20%	15%
						**		*	R.T.U	*			AB		
If they begin working in the US	17%	17%	16%	23%	13%	9%	12%	11%	23%	29%	16%	17%	18%	18%	15%
			N	N		**		*	R.T	R.T.U*					
If they have children in the US	15%	17%	11%	21%	13%	9%	10%	16%	18%	20%	16%	14%	17%	16%	10%
			P			**		*	T	*			AB		
If they buy a home in the US	11%	11%	10%	18%	10%	-	7%	9%	14%	13%	13%	10%	12%	12%	8%
			N.P			**		*	R.T	*					
If they have grandchildren in the US	9%	9%	9%	11%	7%	9%	3%	7%	14%	9%	8%	9%	9%	10%	7%
						**		*	R.T	*					
If they officially become an American citizen	69%	69%	77%	77%	73%	75%	73%	81%	60%	65%	64%	70%	64%	72%	75%
			N	N	V	**	V	V*	*	*				Z	Z
If they've lived in the US for a certain number of years	15%	17%	14%	28%	15%	4%	10%	16%	17%	25%	17%	15%	15%	17%	16%
		N	N.O.P			**		*		T*					
At a different point	3%	3%	3%	6%	2%	-	3%	-	3%	3%	3%	2%	2%	2%	4%
			N			**		*		*					
Don't know	7%	7%	4%	6%	6%	15%	7%	4%	10%	6%	8%	7%	7%	5%	6%
						**		*	R	*					
I don't think legal immigrants can ever be considered American	6%	5%	3%	1%	5%	10%	7%	6%	8%	6%	9%	6%	9%	6%	2%
						**		*		*			AB	AB	

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US_nat Sample: 27th - 28th September 2018



Total	
	Prefer not to say
	AC

GOA_q1. How connected, if at all, do you generally feel to your ethnic background(s)?

Unweighted base	1209	148
Base: All US Adults	1205	147
Very connected	29%	33%
Somewhat connected	34%	32%
Not very connected	17%	12%
Not at all connected	11%	10%
Don't know	9%	12%
		AB

GOA_q2. Growing up, did your family have any special celebrations or practices that were tied to your ethnic background(s)?

Unweighted base	1209	148
Base: All US Adults	1205	147
Yes, we did	35%	32%
No, we did not	56%	50%
Don't know	9%	18%
		Z_AA,AB

GOA_q3b. In your opinion, at what point would you consider a legal immigrant to be an American?

Please select all that apply.

Unweighted base	1209	148
Base: All US Adults	1205	147
When they officially move to the US	19%	14%
If they begin working in the US	17%	11%
If they have children in the US	15%	11%
If they buy a home in the US	11%	8%
If they have grandchildren in the US	9%	7%
If they officially become an American citizen	69%	66%
If they've lived in the US for a certain number of years	15%	11%
At a different point	3%	4%
Don't know	7%	16%
		Z_AA,AB
I don't think legal immigrants can ever be considered American	6%	6%

Internal American Dream

US_nat Sample: 27th - 28th September 2018



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	

GOA_Q4_1. In general, do you feel that people who share your ethnic background(s) are fairly represented in each of the following areas?

Please select one option on each column.

- In politics

Unweighted base	1209	555	654	335	367	507	228	287	432	262	820	139	151	99	440
Base: All US Adults	1205	600	605	376	368	461	238	281	427	259	772	147	188	98	504
People like me are very over-represented in this area	20%	20%	19%	25%	19%	16%	18%	24%	17%	22%	24%	7%	15%	10%	13%
				E				H			K,L,M		K	*	
People like me are somewhat over-represented in this area	7%	7%	6%	7%	6%	7%	8%	7%	6%	6%	6%	6%	9%	5%	8%
														*	O
People like me are appropriately represented in this area	18%	21%	15%	13%	16%	22%	18%	17%	19%	16%	23%	6%	7%	12%	17%
											K,L,M			*	
People like me are somewhat underrepresented in this area	10%	10%	11%	11%	11%	9%	10%	10%	9%	12%	9%	15%	13%	12%	7%
												J		*	
People like me are very underrepresented in this area	14%	14%	14%	15%	13%	14%	18%	8%	13%	17%	8%	32%	23%	19%	12%
							G		G	G		J,M	J	J*	
People like me are not at all represented in this area	10%	10%	11%	13%	10%	8%	10%	7%	12%	11%	7%	14%	12%	26%	11%
				E					G			J		J,K,L*	
Don't know	22%	18%	25%	16%	25%	24%	18%	27%	24%	16%	23%	21%	20%	15%	32%
			A		C	C		F,I	I					*	O,P,Q

GOA_Q4_2. In general, do you feel that people who share your ethnic background(s) are fairly represented in each of the following areas?

Please select one option on each column.

- In pop culture (movies, TV shows, music)

Unweighted base	1209	555	654	335	367	507	228	287	432	262	820	139	151	99	440
Base: All US Adults	1205	600	605	376	368	461	238	281	427	259	772	147	188	98	504
People like me are very over-represented in this area	16%	14%	18%	18%	17%	14%	19%	18%	13%	16%	19%	11%	13%	7%	13%
							H	H			M			*	
People like me are somewhat over-represented in this area	11%	12%	11%	13%	12%	9%	13%	11%	12%	10%	11%	17%	10%	8%	9%
														*	
People like me are appropriately represented in this area	21%	24%	19%	19%	19%	25%	20%	21%	22%	23%	23%	21%	16%	18%	19%
														*	
People like me are somewhat underrepresented in this area	10%	10%	11%	10%	13%	8%	14%	10%	9%	10%	8%	14%	17%	11%	9%
					E								J	*	
People like me are very underrepresented in this area	9%	11%	8%	11%	7%	9%	7%	6%	10%	14%	7%	9%	13%	19%	8%
									F,G				J	J,K*	
People like me are not at all represented in this area	8%	9%	7%	9%	7%	8%	7%	6%	8%	10%	6%	9%	8%	19%	9%
														J,K,L*	
Don't know	24%	21%	27%	20%	25%	26%	20%	29%	27%	17%	25%	19%	23%	18%	33%
			A					F,I	I					*	O,P,Q

GOA_Q4_3. In general, do you feel that people who share your ethnic background(s) are fairly represented in each of the following areas?

Please select one option on each column.

- In professional sports

Unweighted base	1209	555	654	335	367	507	228	287	432	262	820	139	151	99	440
Base: All US Adults	1205	600	605	376	368	461	238	281	427	259	772	147	188	98	504
People like me are very over-represented in this area	10%	9%	10%	14%	9%	6%	9%	10%	8%	12%	8%	21%	10%	5%	8%

**Internal
American Dream**

US_nat Sample: 27th - 28th September 2018



Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+

GOA_Q4_1. In general, do you feel that people who share your ethnic background(s) are fairly represented in each of the following areas?

Please select one option on each column.

- In politics

Unweighted base	1209	408	235	126	582	12	144	59	361	51	283	926	423	389	249
Base: All US Adults	1205	379	208	114	558	12	140	56	390	49	287	918	441	379	239
People like me are very over-represented in this area	20%	20%	27%	34%	18%	13%	17%	12%	25%	12%	13%	22%	18%	19%	26%
		N	N	N.O		**		*	R,U,W	*		X			Z,AC
People like me are somewhat over-represented in this area	7%	4%	7%	7%	6%	8%	7%	12%	6%	6%	7%	7%	6%	7%	8%
						**		*		*					
People like me are appropriately represented in this area	18%	19%	18%	15%	20%	8%	13%	33%	14%	15%	17%	18%	15%	17%	19%
					V	**		R,T,V,W*		*					
People like me are somewhat underrepresented in this area	10%	12%	13%	13%	11%	15%	14%	3%	9%	12%	12%	10%	10%	9%	13%
		N	N			**	U	*		*					
People like me are very underrepresented in this area	14%	16%	14%	16%	14%	4%	13%	5%	14%	20%	13%	14%	13%	16%	14%
						**		*		U*				AC	
People like me are not at all represented in this area	10%	11%	9%	5%	10%	38%	10%	6%	11%	12%	13%	9%	11%	9%	9%
						**		*		*	Y				
Don't know	22%	17%	12%	10%	21%	15%	27%	28%	20%	24%	24%	21%	27%	22%	12%
						**		*		*			AB	AB	

GOA_Q4_2. In general, do you feel that people who share your ethnic background(s) are fairly represented in each of the following areas?

Please select one option on each column.

- In pop culture (movies, TV shows, music)

Unweighted base	1209	408	235	126	582	12	144	59	361	51	283	926	423	389	249
Base: All US Adults	1205	379	208	114	558	12	140	56	390	49	287	918	441	379	239
People like me are very over-represented in this area	16%	13%	20%	29%	14%	13%	12%	15%	20%	17%	15%	16%	15%	15%	20%
			N.O	N.O		**		*	R,T	*					
People like me are somewhat over-represented in this area	11%	12%	14%	12%	10%	-	12%	11%	14%	4%	9%	12%	10%	12%	12%
						**		*	W	*					
People like me are appropriately represented in this area	21%	23%	26%	20%	24%	-	20%	25%	19%	25%	21%	21%	20%	25%	22%
			N			**		*		*					
People like me are somewhat underrepresented in this area	10%	13%	7%	12%	10%	15%	12%	9%	10%	10%	10%	10%	10%	9%	13%
		N,P				**		*		*					
People like me are very underrepresented in this area	9%	10%	9%	11%	10%	14%	7%	2%	10%	12%	9%	9%	9%	9%	11%
						**		*		U*					
People like me are not at all represented in this area	8%	8%	8%	5%	9%	25%	11%	6%	5%	6%	10%	7%	7%	8%	8%
					V	**	V	*		*					
Don't know	24%	20%	15%	11%	23%	33%	26%	32%	22%	27%	25%	23%	28%	23%	15%
		Q				**		*		*			AB	AB	

GOA_Q4_3. In general, do you feel that people who share your ethnic background(s) are fairly represented in each of the following areas?

Please select one option on each column.

- In professional sports

Unweighted base	1209	408	235	126	582	12	144	59	361	51	283	926	423	389	249
Base: All US Adults	1205	379	208	114	558	12	140	56	390	49	287	918	441	379	239
People like me are very over-represented in this area	10%	11%	13%	9%	8%	25%	7%	4%	14%	7%	7%	10%	11%	9%	10%

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US_nat Sample: 27th - 28th September 2018



Total	
	Prefer not to say

GOA_Q4_1. In general, do you feel that people who share your ethnic background(s) are fairly represented in each of the following areas?

Please select one option on each column.

- In politics

	Unweighted base	1209	148
	Base: All US Adults	1205	147
People like me are very over-represented in this area		20%	16%
People like me are somewhat over-represented in this area		7%	4%
People like me are appropriately represented in this area		18%	25%
People like me are somewhat underrepresented in this area		10%	11%
People like me are very underrepresented in this area		14%	9%
People like me are not at all represented in this area		10%	12%
Don't know		22%	24%
			AB

GOA_Q4_2. In general, do you feel that people who share your ethnic background(s) are fairly represented in each of the following areas?

Please select one option on each column.

- In pop culture (movies, TV shows, music)

	Unweighted base	1209	148
	Base: All US Adults	1205	147
People like me are very over-represented in this area		16%	13%
People like me are somewhat over-represented in this area		11%	13%
People like me are appropriately represented in this area		21%	18%
People like me are somewhat underrepresented in this area		10%	11%
People like me are very underrepresented in this area		9%	9%
People like me are not at all represented in this area		8%	10%
Don't know		24%	27%
			AB

GOA_Q4_3. In general, do you feel that people who share your ethnic background(s) are fairly represented in each of the following areas?

Please select one option on each column.

- In professional sports

	Unweighted base	1209	148
	Base: All US Adults	1205	147
People like me are very over-represented in this area		10%	7%

**Internal
American Dream**

US_nat Sample: 27th - 28th September 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
People like me are somewhat over-represented in this area	7%	7%	7%	11%	7%	4%	9%	8%	7%	6%	5%	12%	12%	7%	8%
People like me are appropriately represented in this area	24%			E	25%	25%	25%	24%	24%	25%	25%	28%	23%	20%	21%
People like me are somewhat underrepresented in this area	14%	15%	13%	14%	12%	16%	15%	12%	13%	17%	15%	9%	15%	12%	11%
People like me are very underrepresented in this area	12%	12%	12%	10%	13%	13%	13%	11%	11%	13%	13%	6%	10%	19%	11%
People like me are not at all represented in this area	9%	8%	10%	9%	7%	10%	9%	7%	10%	10%	8%	5%	11%	19%	8%
Don't know	24%	19%	29%	20%	27%	25%	21%	27%	27%	18%	27%	19%	18%	18%	32%

GOA_q5. Which THREE, if any, of the following qualities BEST defines the concept of "American values"?

Please select up to 3 qualities.

	Unweighted base	555	654	335	367	507	228	287	432	262	820	139	151	99	440
Base: All US Adults	1205	600	605	376	368	461	238	281	427	259	772	147	188	98	504
Independence	43%	45%	41%	38%	43%	47%	47%	46%	43%	38%	47%	37%	31%	42%	43%
Self-centeredness/selfishness	7%	7%	8%	13%	8%	2%	10%	6%	7%	7%	5%	12%	9%	12%	5%
Friendliness	8%	9%	8%	8%	8%	8%	5%	10%	10%	5%	8%	9%	7%	10%	11%
Strength	18%	17%	19%	15%	18%	20%	15%	23%	18%	16%	18%	18%	19%	13%	21%
Pushiness	2%	2%	2%	3%	3%	1%	3%	2%	3%	1%	2%	6%	2%	2%	2%
Community	10%	11%	10%	11%	10%	10%	14%	10%	8%	11%	10%	8%	13%	8%	13%
Laziness	4%	2%	5%	6%	4%	1%	4%	2%	3%	5%	3%	4%	6%	6%	4%
Equality	35%	33%	37%	29%	31%	43%	32%	34%	34%	40%	36%	40%	31%	28%	32%
Competition	8%	8%	8%	13%	7%	5%	7%	7%	8%	11%	7%	9%	12%	6%	7%
Justice	32%	34%	31%	21%	32%	42%	34%	28%	32%	35%	34%	27%	34%	23%	28%
Liberty	43%	47%	38%	34%	38%	53%	45%	41%	44%	40%	46%	29%	41%	38%	37%
Diversity	25%	23%	27%	24%	25%	25%	22%	26%	24%	28%	25%	27%	23%	20%	21%
Consumerism	10%	9%	10%	15%	11%	5%	10%	8%	10%	10%	9%	9%	10%	16%	7%
Determination	15%	14%	16%	15%	15%	15%	13%	15%	14%	19%	15%	14%	16%	15%	17%
Forgiveness	4%	4%	4%	2%	5%	5%	3%	6%	4%	5%	5%	3%	4%	2%	7%
Other	2%	2%	2%	3%	2%	2%	3%	1%	2%	3%	2%	1%	2%	5%	2%
Don't know	7%	6%	8%	9%	9%	4%	6%	8%	8%	6%	6%	10%	6%	11%	10%

**Internal
American Dream**

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	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+
People like me are somewhat over-represented in this area	7%	7%	6%	5%	6%	**	6%	*	R.U	*	9%	6%	10%	5%	7%
People like me are appropriately represented in this area	24%	24%	28%	34%	26%	**	22%	23%	U	*	22%	25%	20%	25%	27%
People like me are somewhat underrepresented in this area	14%	17%	15%	13%	14%	**	15%	23%	*	8%	13%	14%	11%	17%	18%
People like me are very underrepresented in this area	12%	12%	12%	17%	15%	**	11%	7%	V,W*	*	13%	12%	10%	12%	15%
People like me are not at all represented in this area	9%	9%	12%	8%	9%	**	11%	13%	*	15%	9%	9%	10%	8%	8%
Don't know	24%	20%	15%	13%	23%	**	28%	30%	*	24%	26%	23%	28%	23%	16%

GOA_q5. Which THREE, if any, of the following qualities BEST defines the concept of "American values"?

Please select up to 3 qualities.

	Unweighted base	408	235	126	582	12	144	59	361	51	283	926	423	389	249
Base: All US Adults	1205	379	208	114	558	12	140	56	390	49	287	918	441	379	239
Independence	43%	43%	45%	41%	45%	**	42%	47%	40%	42%	42%	43%	40%	43%	45%
Self-centeredness/selfishness	7%	9%	7%	10%	5%	-	7%	3%	12%	4%	8%	7%	6%	8%	8%
Friendliness	8%	8%	6%	2%	8%	**	8%	9%	10%	2%	8%	8%	11%	7%	4%
Strength	18%	16%	15%	14%	19%	**	20%	14%	16%	15%	16%	18%	18%	19%	16%
Pushiness	2%	3%	0%	3%	2%	**	1%	1%	2%	6%	2%	2%	2%	3%	1%
Community	10%	7%	12%	6%	9%	-	9%	11%	14%	9%	8%	11%	13%	10%	8%
Laziness	4%	5%	1%	1%	3%	-	4%	-	4%	6%	4%	3%	4%	4%	3%
Equality	35%	35%	39%	39%	36%	**	39%	43%	30%	44%	32%	36%	37%	37%	34%
Competition	8%	10%	9%	10%	7%	**	4%	3%	13%	10%	9%	8%	8%	5%	12%
Justice	32%	34%	34%	42%	36%	**	38%	36%	24%	32%	30%	33%	28%	34%	35%
Liberty	43%	44%	49%	48%	48%	**	43%	51%	34%	35%	40%	43%	38%	44%	50%
Diversity	25%	28%	25%	32%	25%	**	25%	20%	24%	32%	23%	25%	26%	28%	21%
Consumerism	10%	11%	10%	15%	8%	-	9%	4%	14%	4%	9%	10%	8%	10%	12%
Determination	15%	13%	13%	12%	16%	**	13%	22%	15%	11%	13%	16%	13%	17%	16%
Forgiveness	4%	3%	2%	2%	4%	-	5%	9%	4%	2%	4%	4%	5%	4%	5%
Other	2%	2%	2%	3%	2%	-	1%	3%	3%	2%	1%	2%	1%	1%	3%
Don't know	7%	6%	5%	2%	6%	**	5%	5%	8%	12%	11%	6%	9%	6%	4%

**Internal
American Dream**

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	Total	Prefer not to say
People like me are somewhat over-represented in this area	7%	4%
People like me are appropriately represented in this area	24%	32%
People like me are somewhat underrepresented in this area	14%	10%
People like me are very underrepresented in this area	12%	12%
People like me are not at all represented in this area	9%	10%
Don't know	24%	26%

GOA_q5. Which THREE, if any, of the following qualities BEST defines the concept of "American values"?

Please select up to 3 qualities.

	Unweighted base	
	1209	148
Base: All US Adults	1205	147
Independence	43%	49%
Self-centeredness/selfishness	7%	8%
Friendliness	8%	10%
Strength	18%	18%
Pushiness	2%	3%
Community	10%	8%
Laziness	4%	3%
Equality	35%	26%
Competition	8%	10%
Justice	32%	34%
Liberty	43%	42%
Diversity	25%	19%
Consumerism	10%	11%
Determination	15%	15%
Forgiveness	4%	1%
Other	2%	5%
Don't know	7%	8%

**Internal
American Dream**

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Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	

GOA_q6. And which THREE, if any, of the following qualities BEST define your own personal values?

Please select up to 3 qualities.

	Unweighted base	555	654	335	367	507	228	287	432	262	820	139	151	99	440
Base: All US Adults	1209	600	605	376	368	461	238	281	427	259	772	147	188	98	504
Independence	43%	44%	43%	32%	45%	52%	42%	45%	45%	41%	47%	38%	35%	41%	41%
Self-centeredness/selfishness	2%	3%	2%	5%	1%	1%	2%	2%	3%	2%	2%	4%	1%	8%	2%
Friendliness	31%	29%	34%	28%	30%	35%	30%	35%	31%	30%	34%	22%	27%	29%	33%
Strength	26%	23%	29%	22%	34%	23%	25%	26%	27%	25%	24%	35%	29%	25%	26%
Pushiness	1%	1%	1%	2%	1%	-	1%	1%	1%	0%	1%	1%	1%	1%	1%
Community	13%	13%	13%	16%	10%	13%	16%	15%	10%	14%	12%	14%	17%	8%	13%
Laziness	2%	2%	2%	4%	2%	0%	3%	1%	3%	3%	1%	2%	4%	7%	2%
Equality	32%	33%	32%	33%	28%	36%	33%	32%	31%	35%	32%	42%	26%	33%	28%
Competition	4%	4%	3%	6%	5%	2%	5%	3%	4%	3%	3%	4%	6%	5%	3%
Justice	25%	27%	22%	20%	20%	33%	21%	28%	24%	26%	27%	21%	18%	27%	22%
Liberty	20%	25%	16%	15%	20%	25%	19%	17%	21%	24%	21%	11%	25%	20%	18%
Diversity	13%	12%	14%	16%	13%	11%	17%	12%	11%	14%	11%	21%	15%	16%	10%
Consumerism	2%	2%	1%	3%	3%	1%	0%	1%	3%	2%	1%	1%	4%	2%	2%
Determination	29%	26%	32%	30%	31%	27%	33%	31%	27%	27%	29%	31%	29%	26%	28%
Forgiveness	20%	18%	23%	16%	19%	25%	20%	19%	22%	19%	23%	16%	19%	10%	23%
Other	2%	2%	2%	1%	3%	3%	1%	2%	2%	4%	3%	1%	2%	2%	2%
Don't know	6%	7%	6%	10%	8%	2%	5%	6%	8%	5%	6%	8%	8%	7%	10%

GOA_q7. Some people define the "American Dream" as the belief that anyone, regardless of where they were born or what socioeconomic class they were born into, can attain their own version of success.

To what extent, if at all, do you agree or disagree with this definition of the American Dream?

	Unweighted base	555	654	335	367	507	228	287	432	262	820	139	151	99	440
Base: All US Adults	1209	600	605	376	368	461	238	281	427	259	772	147	188	98	504
Strongly agree	38%	39%	37%	34%	38%	42%	37%	37%	38%	41%	39%	29%	41%	39%	38%
Somewhat agree	30%	32%	29%	26%	28%	35%	29%	32%	28%	32%	32%	23%	29%	27%	26%
Neither agree nor disagree	13%	13%	14%	16%	16%	9%	14%	15%	14%	11%	11%	23%	15%	17%	17%
Somewhat disagree	8%	7%	8%	7%	7%	9%	8%	8%	8%	7%	9%	9%	4%	4%	7%

**Internal
American Dream**

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Total	Education			Marital Status						Children under the age of 18		Income		
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+

GOA_q6. And which THREE, if any, of the following qualities BEST define your own personal values?

Please select up to 3 qualities.

	Unweighted base	1209	408	235	126	582	12	144	59	361	51	283	926	423	389	249
Base: All US Adults		1205	379	208	114	558	12	140	56	390	49	287	918	441	379	239
Independence		43%	46%	45%	45%	48%	60%	46%	54%	35%	35%	41%	44%	41%	44%	47%
Self-centeredness/selfishness		2%	2%	3%	2%	2%	-	4%	-	3%	6%	3%	2%	3%	1%	4%
Friendliness		31%	32%	27%	29%	31%	31%	32%	39%	30%	33%	26%	33%	30%	34%	29%
Strength		26%	27%	26%	25%	27%	33%	31%	16%	23%	29%	33%	24%	24%	28%	29%
Pushiness		1%	1%	0%	1%	1%	19%	-	-	1%	-	1%	1%	1%	0%	2%
Community		13%	10%	17%	17%	13%	4%	9%	19%	14%	9%	11%	14%	12%	14%	15%
Laziness		2%	2%	3%	2%	1%	-	1%	2%	4%	4%	2%	2%	3%	1%	2%
Equality		32%	33%	38%	38%	33%	9%	24%	33%	34%	33%	22%	36%	34%	34%	30%
Competition		4%	4%	7%	5%	4%	-	2%	5%	4%	4%	6%	3%	3%	3%	7%
Justice		25%	25%	25%	38%	27%	30%	28%	25%	22%	17%	19%	27%	22%	25%	29%
Liberty		20%	22%	24%	22%	24%	14%	19%	19%	17%	13%	20%	21%	20%	19%	20%
Diversity		13%	15%	15%	15%	10%	-	14%	12%	18%	10%	13%	13%	16%	13%	12%
Consumerism		2%	2%	2%	-	1%	-	2%	2%	3%	4%	1%	2%	3%	2%	1%
Determination		29%	31%	26%	33%	29%	21%	31%	32%	28%	36%	37%	27%	25%	31%	33%
Forgiveness		20%	22%	16%	10%	20%	15%	24%	31%	17%	22%	19%	21%	21%	24%	18%
Other		2%	3%	1%	5%	3%	-	3%	1%	2%	2%	2%	3%	2%	2%	3%
Don't know		6%	5%	5%	1%	4%	8%	5%	2%	10%	10%	9%	5%	9%	5%	2%

GOA_q7. Some people define the "American Dream" as the belief that anyone, regardless of where they were born or what socioeconomic class they were born into, can attain their own version of success.

To what extent, if at all, do you agree or disagree with this definition of the American Dream?

	Unweighted base	1209	408	235	126	582	12	144	59	361	51	283	926	423	389	249
Base: All US Adults		1205	379	208	114	558	12	140	56	390	49	287	918	441	379	239
Strongly agree		38%	37%	36%	48%	41%	48%	37%	39%	34%	43%	39%	38%	35%	39%	42%
Somewhat agree		30%	32%	39%	26%	32%	26%	33%	39%	26%	26%	25%	32%	30%	30%	34%
Neither agree nor disagree		13%	13%	9%	9%	12%	8%	14%	9%	16%	12%	18%	12%	17%	13%	10%
Somewhat disagree		8%	8%	8%	8%	8%	6%	9%	8%	7%	3%	7%	8%	7%	8%	6%

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American Dream**

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Total	Prefer not to say

GOA_q6. And which THREE, if any, of the following qualities BEST define your own personal values?

Please select up to 3 qualities.

	Unweighted base	1209	148
Base: All US Adults		1205	147
Independence	43%		46%
Self-centeredness/selfishness	2%		2%
Friendliness	31%		32%
Strength	26%		22%
Pushiness	1%		1%
Community	13%		12%
Laziness	2%		3%
Equality	32%		30%
Competition	4%		7%
Justice	25%		27%
Liberty	20%		27%
Diversity	13%		8%
Consumerism	2%		1%
Determination	29%		30%
Forgiveness	20%		10%
Other	2%		3%
Don't know	6%		9%
			AB

GOA_q7. Some people define the "American Dream" as the belief that anyone, regardless of where they were born or what socioeconomic class they were born into, can attain their own version of success.

To what extent, if at all, do you agree or disagree with this definition of the American Dream?

	Unweighted base	1209	148
Base: All US Adults		1205	147
Strongly agree	38%		39%
Somewhat agree	30%		25%
Neither agree nor disagree	13%		10%
Somewhat disagree	8%		10%

**Internal
American Dream**

US_nat Sample: 27th - 28th September 2018



	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Strongly disagree	5%	4%	6%	6%	6%	4%	6%	5%	6%	4%	5%	10%	2%	6%	3%
Don't know	5%	4%	6%	10%	5%	2%	6%	3%	5%	6%	4%	6%	9%	7%	9%
				D.E	E								J	*	O.P.Q

GOA_q8. As a reminder, we are defining the "American Dream" as the belief that anyone, regardless of where they were born or what socioeconomic class they were born into, can attain their own version of success.

In general, how attainable or unattainable do you think the "American Dream" is for most people living in America?

Unweighted base	1209	555	654	335	367	507	228	287	432	262	820	139	151	99	440
Base: All US Adults	1205	600	605	376	368	461	238	281	427	259	772	147	188	98	504
Very attainable	21%	25%	16%	19%	22%	22%	18%	23%	20%	24%	19%	17%	27%	27%	23%
		B										J	*		
Somewhat attainable	32%	31%	33%	24%	28%	40%	29%	33%	33%	31%	35%	26%	27%	25%	29%
						C.D								*	
Neither attainable nor unattainable	14%	14%	14%	17%	17%	9%	16%	15%	15%	10%	12%	26%	16%	12%	18%
				E	E						J.M			*	O.Q
Somewhat unattainable	18%	17%	18%	16%	17%	19%	20%	16%	17%	17%	20%	14%	15%	12%	14%
														*	
Very unattainable	10%	9%	12%	14%	10%	7%	11%	10%	9%	12%	11%	10%	6%	18%	6%
				E										J.L*	
Don't know	6%	4%	7%	10%	5%	3%	6%	4%	6%	6%	4%	8%	8%	6%	9%
			A	D.E										*	O.P.Q

GOA_q9. Again, as a reminder, we are defining the "American Dream" as the belief that anyone, regardless of where they were born or what socioeconomic class they were born into, can attain their own version of success.

In general, how personally attainable or unattainable do you think the "American Dream" is for you?

Unweighted base	1209	555	654	335	367	507	228	287	432	262	820	139	151	99	440
Base: All US Adults	1205	600	605	376	368	461	238	281	427	259	772	147	188	98	504
Very attainable	29%	33%	26%	22%	30%	34%	28%	34%	28%	28%	30%	20%	32%	33%	28%
		B			C	C					K		K	K*	
Somewhat attainable	31%	31%	31%	29%	31%	33%	31%	26%	33%	32%	33%	31%	26%	20%	27%
											M			*	
Neither attainable nor unattainable	16%	16%	17%	21%	14%	14%	15%	17%	17%	16%	13%	24%	24%	15%	19%
				D.E							J	J		*	Q
Somewhat unattainable	11%	11%	12%	10%	13%	11%	12%	11%	10%	13%	12%	13%	7%	16%	9%
														L*	
Very unattainable	7%	6%	8%	7%	8%	6%	8%	7%	7%	5%	8%	3%	3%	10%	7%
											K.L			K.L*	
Don't know	6%	4%	7%	11%	5%	2%	5%	5%	6%	7%	4%	10%	9%	6%	8%
			A	D.E	E							J	J	*	P.Q

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (**), Small Base: 100 (*)

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Total	Education			Marital Status						Children under the age of 18		Income			
	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	
	Strongly disagree	5%	7%	7%	7%	3%	4%	4%	5%	9%	10%	4%	5%	5%	5%
Don't know	5%	4%	1%	2%	4%	8%	2%	-	9%	6%	6%	5%	6%	4%	3%

GOA_q8. As a reminder, we are defining the "American Dream" as the belief that anyone, regardless of where they were born or what socioeconomic class they were born into, can attain their own version of success.

In general, how attainable or unattainable do you think the "American Dream" is for most people living in America?

Unweighted base	1209	408	235	126	582	12	144	59	361	51	283	926	423	389	249
Base: All US Adults	1205	379	208	114	558	12	140	56	390	49	287	918	441	379	239
Very attainable	21%	19%	19%	22%	24%	26%	19%	20%	17%	13%	24%	20%	19%	19%	23%
Somewhat attainable	32%	35%	32%	29%	35%	32%	33%	41%	25%	31%	29%	33%	28%	36%	34%
Neither attainable nor unattainable	14%	12%	14%	4%	11%	17%	17%	14%	17%	15%	18%	13%	19%	14%	9%
Somewhat unattainable	18%	17%	21%	28%	19%	10%	15%	13%	18%	12%	15%	18%	15%	18%	24%
Very unattainable	10%	13%	13%	15%	7%	7%	12%	10%	13%	19%	8%	11%	13%	10%	8%
Don't know	6%	4%	2%	1%	4%	8%	4%	2%	9%	9%	7%	5%	6%	4%	3%

GOA_q9. Again, as a reminder, we are defining the "American Dream" as the belief that anyone, regardless of where they were born or what socioeconomic class they were born into, can attain their own version of success.

In general, how personally attainable or unattainable do you think the "American Dream" is for you?

Unweighted base	1209	408	235	126	582	12	144	59	361	51	283	926	423	389	249
Base: All US Adults	1205	379	208	114	558	12	140	56	390	49	287	918	441	379	239
Very attainable	29%	25%	29%	48%	36%	7%	24%	29%	23%	25%	31%	29%	22%	28%	42%
Somewhat attainable	31%	33%	34%	34%	35%	43%	30%	29%	27%	24%	31%	31%	24%	37%	34%
Neither attainable nor unattainable	16%	15%	16%	7%	13%	22%	21%	14%	19%	23%	15%	17%	23%	14%	10%
Somewhat unattainable	11%	15%	13%	5%	10%	13%	13%	14%	12%	11%	10%	12%	13%	12%	9%
Very unattainable	7%	8%	6%	5%	4%	-	10%	11%	10%	8%	5%	8%	11%	4%	3%
Don't know	6%	5%	2%	1%	4%	15%	2%	2%	9%	9%	7%	5%	7%	4%	2%

Cell Contents (Col

Internal American Dream

US_nat Sample: 27th - 28th September 2018



	Total	Prefer not to say
Strongly disagree	5%	6%
Don't know	5%	10% AA.AB

GOA_q8. As a reminder, we are defining the "American Dream" as the belief that anyone, regardless of where they were born or what socioeconomic class they were born into, can attain their own version of success.

In general, how attainable or unattainable do you think the "American Dream" is for most people living in America?

	Unweighted base	1209	148
Base: All US Adults	1205	147	
Very attainable	21%	27%	
Somewhat attainable	32%	28%	
Neither attainable nor unattainable	14%	10%	
Somewhat unattainable	18%	15%	
Very unattainable	10%	8%	
Don't know	6%	13% Z.AA.AB	

GOA_q9. Again, as a reminder, we are defining the "American Dream" as the belief that anyone, regardless of where they were born or what socioeconomic class they were born into, can attain their own version of success.

In general, how personally attainable or unattainable do you think the "American Dream" is for you?

	Unweighted base	1209	148
Base: All US Adults	1205	147	
Very attainable	29%	33% Z	
Somewhat attainable	31%	31%	
Neither attainable nor unattainable	16%	11%	
Somewhat unattainable	11%	8%	
Very unattainable	7%	6%	
Don't know	6%	11% AA.AB	

Cell Contents (Col