

THE AMERICAN DREAM

Composite Index™



September 2016 Results

The American Dream Composite Index™ in September 2016 is 65.3, unchanged from August. Even though the ADCI remains at the same value, its components have changed—in some cases significantly. This was especially the case for the American Dream Diversity Index™ (ADDI) which had a relatively large increase, but was offset by a decline in the American Dream Societal Index™ (ADSI).

The American Dream Economic Index™ (ADEI) increased slightly to 64.11 in September, a .2% change compared to August. This increase was largely a result of a small increase in the Job Benefits dimension. Other constructs for the ADEI are mostly unchanged.

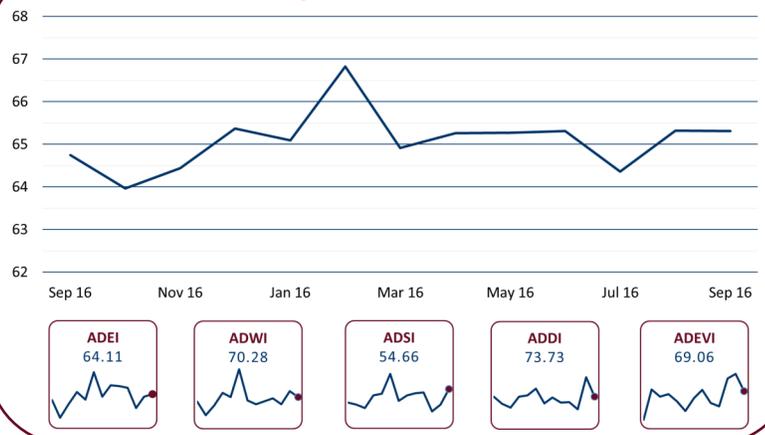
The American Dream Well-Being Index™ (ADWI) declined slightly to 70.28, a -.45% change from August. This small decrease was primarily the result of declines in the leisure activities and Satisfaction with Residence dimensions.

The American Dream Societal Index™ (ADSI) increased to 54.66, a change of 1.45% from August. This change was brought about by increases to the following dimensions: Civic Participation, Trust in Government, and Just Society. Despite these increases, the ADSI also saw a significant decline to the Safety in Community dimension.

The American Dream Diversity Index™ (ADDI) decreased to 73.73, a -1.12% change from August. The dimensions primarily responsible for this decline are Political Freedom and Personal and Social identity.

American Dream Environmental Index™ (ADEVI) decreased to 69.06, a change of -1.51% compared to August.

The ADCI is 65.3, unchanged from last month



Extra Insights from the September ADCI

This month, we asked a few extra questions with the ADCI survey related to debt, vehicle preferences and politics. Here are some of our findings:

- ◆ Credit card debt is the highest source of debt reported for most respondents outside of a mortgage. Even though 23% of millennials say student loans are their largest source of debt, this is still eclipsed by credit cards at 46% of millennials.
- ◆ Approximately 60% of respondents say they are worried the elections will impact their retirement.
- ◆ With each progressively older generation, vehicle reliability becomes more important to people purchasing a new vehicle. Vehicle safety stays pretty consistent across all generations with about 27% of survey takers saying it was the most important and only 11% say performance is the most important.



Scan this QR Code for more ADCI Details



If you have questions, comments or a good idea for an extra question we should ask on our survey, please contact us at adci@xavier.edu

www.xavier.edu/