

THE AMERICAN DREAM

Composite Index™



October 2016 Results

The American Dream Composite Index™ in October 2016 is 65.54, up .23% from September. This is a small change driven by small changes to the sub-indices. The economic, well-being and environmental sub-indices are all up in October, the societal index is down, and the diversity index is flat.

The American Dream Economic Index™ (ADEI) increased slightly to 64.49 in October, a .38% change compared to September. This increase is a result of increases to the dimensions of Job Environment, Job Benefits, Freedom of Choice and Destinations in Life. Home ownership had a significant decline in October and other constructs for the ADEI are mostly unchanged.

The American Dream Well-Being Index™ (ADWI) increased slightly to 70.77, a .49% change from September. This small increase is primarily the result of increases to the dimensions of Happiness, Leisure Activities, and the Support of Someone Special.

The American Dream Societal Index™ (ADSI) decreased to 54.36, a change of .30% from September. This change is the result of decreases across the board in the ADSI, but primarily Trust in Business and Trust in Government. Safety in the Community is the only dimension to have a significant increase in October after the significant lows we observed for this dimension in September.

The American Dream Diversity Index™ (ADDI) is mostly unchanged in October, changing only slightly up .13% from September to 73.86. Even though the ADDI is unchanged in October, the dimension of Melting Pot—Diversity is down slightly and Political Freedom is up slightly.

American Dream Environmental Index™ (ADEVI) is up very slightly by .4% in October to 69.46.

The ADCI is 65.54, up .23% ▲ from September



Extra Insights from the October ADCI

This month, we asked a few extra questions with the ADCI survey related to the current political election season. A few insights are:

- ◆ 25% of millennial respondents say they get their political news primarily from social media compared to 16% for all other generations.
- ◆ Over half of all survey takers say the person they would like to vote for is *not* running in the current election. This sentiment is most shared by those reporting to be of a conservative or moderate political identity. Only 40% of liberals said the same.
- ◆ In spite of so many people saying they are unsatisfied by the current presidential offerings, 75% of all respondents say this is the most important presidential election of their lifetime.
- ◆ ADCI scores for those of moderate or conservative ideology are 2 points higher on average compared to those of liberals.



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